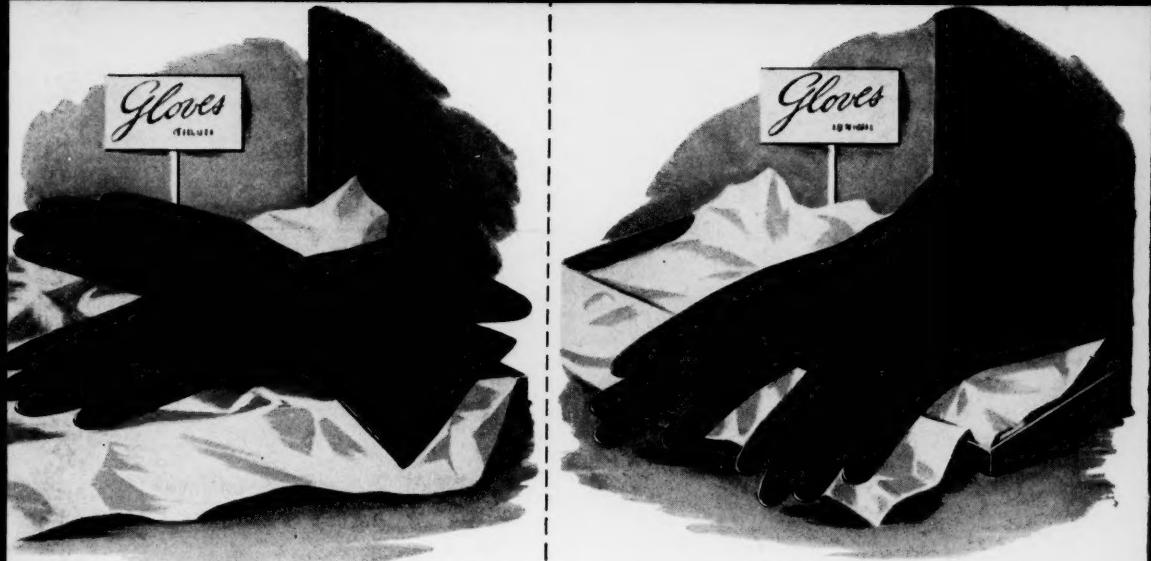


LEATHER and SHOES

The International Shoe and Leather Weekly



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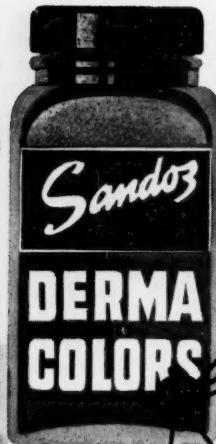
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LEATHER and SHOES

ESTABLISHED 1890

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NEVER GROWL AT A GRIPER

The best workers are those who gripe the most and the loudest

AND now another pet industrial theory is blasted. It isn't the so-called contented worker who's the most productive, but the fellow who gripes the most. The source responsible for this revolutionary finding is the University of Michigan's Institute of Social Research. The report is based on a long-term study made at the Prudential Insurance Co. The report is corroborated by other findings coming out of studies by the same Institute at the Chesapeake & Ohio Railroad, Studebaker, Caterpillar Tractor Co., and a large government agency.

Management's keep-'em-happy theme needs a good second look, says the Institute. For a long time management has believed it gets the highest productivity by keeping workers contented at their jobs; by recreational and athletic activities; by seeing that supervisors keep pushing at production; by employing suggestion boxes; by explaining to employees what gives with the company plans and its methods.

Bless The Critic

Well, according to the Institute's findings, based on thousands of personal studies, it makes little difference to productivity if the worker "loves" the company. Rather, the best supervisors and workers are more likely to be those who are the company's severest critics.

Now, when you penetrate the significance behind this it begins to make some real sense. When a man gripes it's because he believes a wrong exists and needs correction. If the wrong is righted, it often benefits the company and the workers as a whole. Thus, the man with the gripe—the "instigator"—is a company asset because he motivates progressive action.

Old Cyrus Curtis once said, "There are two kinds of men who never amount to much: those who can't do what they're told, and those who can do nothing else." The man who gripes—who voices dissatisfaction with the way things are done—be-

L and S Editorial

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1¼c each.

longs to neither class. After all, what else is a suggestion box but a receptacle for gripes? And the suggestion box, mind you, is designed to work for company improvement.

Sage old Bernard Shaw had a pertinent comment about this: "The reasonable man adapts himself to the world. The unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends upon the unreasonable man."

Some years ago a now-famous personnel study of some 25,000 workers was made at General Electric Company in an effort to find the keys to worker productivity. Soon all the obvious "benefits" were discounted—the better lighting and ventilation, higher wages, insurance, longer vacations, shorter hours, etc. Workers wanted these things, of course. But the single key to higher productivity was found to be something very simple and basic: the *human factor*. Full respect for human rights, for personal dignity and personal expression, pride in one's work, etc.

You see, Business sounds pretty big and important when you start, but when you get more familiar with it you find that Business is Just People.

Another important finding made by the Institute was that supervisors have a lot to do with worker productivity. More, in fact, than over-all company policy. In low-productivity departments it was found that supervisors were "pushers" in getting the work out, while in high-productivity sections the supervisors were more concerned with keeping the departments running smoothly.

That's significant. It indicates that a man will give more of himself if given a chance to express his own initiative; he thus has an incentive to contribute to the efficiency of his de-

partment. The smart supervisor is thus conscious of the *human element*; he knows the secret and value of appealing to *personal factors*—pride, self-respect, initiative, self-expression, dignity of the individual. In short, giving the individual an opportunity to show what he has on the ball.

"Quota" System Overrated

Worker productivity isn't a matter of statistics or mechanical formulae. The Russians, with their industrial "quota" systems, are great believers in the mechanical approach to productivity. Yet, everyone is familiar with the gross failure of the Soviet system. It's like the woman shopper in the grocery store buying eggs. The price was 85 cents a dozen, "Why," cried the woman indignantly, "that's more than seven cents an egg!"

"Right, madame," said the grocer, "but don't forget that an egg represents a whole day's work for the chicken."

No, you can't buy higher productivity by attaching all the fancy mechanical trapping to keep 'em happy. That's the obvious solution—except that it solves nothing. When you buy something for a song, look out for the accompaniment.

The gripe has now attained a dignified position. And it's time we looked with new respect upon the men who habitually make them. We agree that it's a revolutionary theory, this idea that the men who gripe the most are the best workers. It may be hard to take, but remember what General Motors' Charles F. Kettering once said: "You can send a message around the world in one-seventh of a second, but it often takes years to force a simple idea through a quarter inch of human skull."

The contented worker is nice to have around. But the man with a gripe is often the man with an idea. Smother his gripe and you smother his idea. And let management not forget that an idea is a funny thing—it won't work unless you do.

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LEATHER SHOW LAUNCHES NEW DEAL

Controls and mobilization changes industry operations and plans

Of all the Leather Shows that have ever been held, few if any will hold the interest and bring the crowd of visitors expected at the Show scheduled for March 6-7 in New York. The reasons for this are only too obvious—what with the recent government freezes on prices of rawstock and finished leathers, the new price schedules, the rollbacks, the allocations program, the supply outlook. Add to this the seasonal introduction of new leather colors and textures slanted for fall footwear, and it should mark one of the busiest and most productive leather shows in many, many years.

The shoe and leather industry, hamstrung by government restrictions and delayed decrees over the past few weeks, is inflated with pent-up desire for resumed commercial activity. Now that these government decrees and rulings have begun to be clarified, allowing the resumed flow of business activity, a bustle of productive action is inevitable.

Supply Outlook

First comes the much-asked question of supply outlook. How will 1951 compare with 1950? There is good likelihood of increased supply to meet increased military demands while holding civilian demands in equitable balance. For example, there was a sharp upward movement in Federal inspected cattle slaughter from 1941 to 1942, as our military needs were abruptly expanded. Slaughters of these cows in 1941 were 4,990,000, but rose nearly a million to 5,854,000 in 1942. Wettings of all cattlehides in 1941 were 28,026,000 hides, but in 1942 rose by more than 2 million to 30,868,000.

It is quite likely that a similar pattern—though perhaps not as large—will emerge this year, and will apply to most types of rawstock where increases are feasible.

Cattlehide wettings in 1942 showed an increase of about 10 percent over 1941. It is not likely that this time (1951 as compared with 1950) there will be that degree of increase. How-

ever, the individual is free to make his own estimates of increases and add them to the following 1950 figures: cattlehides, 24,500,000; sole leather accounting for 6,170,000 hides; upper leather accounting for 14,670,000 hides. Calf and kip skins, 10,800,000; goat and kid-skins, 37,450,000. Sheep and lamb skins, 31,550,000, of which about 14,000,000 were for footwear.

If, for instance, the armed forces consume about eight percent of our over-all leather production, while our rawstock supplies increased by approximately the same percentage, then the civilian leather needs will be kept "in balance." In the last war it was estimated that 25 percent of cattlehides, excluding kips, went to the military; 21.7 percent of calf and kip skins; 10.3 percent of goat and kid skins; 11.6 percent of sheep and lamb skins; and 33 percent of horsehides. The average for all groups, excluding horsehides, was about 20 percent. However, there is no chance whatever of this percentage being extracted from total leather production in 1951—primarily because leather needs will be geared for an armed force of 3,500,000 men as compared with 12,000,000 at the height of World War II.

However, shoe manufacturers and other leather consumers can look forward to a decline in the availability of best grade leathers, as the military will take the cream of the crop. This may result, as in the last war, in a system of "up-grading" of civilian leathers. Some second grade types may be moved up into better grade classifications, thirds to seconds, etc. This should not be carried out on any mass basis, however—not, at least, until the military begins to take larger amounts of leather. In general, it can be expected that standards for leather for civilian consumption may tend to be "relaxed" a bit.

Actual buying activity at the Show is expected to be on the dull side. Tanners will be burdened with trying to figure their allocations while at the same time trying to analyze the general rawstock supply situation

ahead. Also, how much of their production will be "assigned" to military needs. Shoe manufacturers will likewise have their problems concerning military demands, style changes affecting use of leathers, pricing and costing, etc. It will be more a "talking" than a buying Show.

What will happen to style in '51? Some fall shoe styles have already begun to jell—but more in staple rather than other lines. Contacts with scores of stylists, designers and pattern makers over the past few weeks has revealed a significant fact: few are positive about new lines for fall. Decisions on styling have been delayed much beyond "deadlines."

Pricing

The chief obstacle to definite and early fashion decisions lies with two factors: pricing and supply. What shoes to make to conform to a "frozen" price level and still allow a margin of profit. And, what supplies will be short—thus affecting the actual design or "content" of the shoe from a fashion aspect. The sudden restriction of certain materials or products, after a shoe is designed and samples made, could be somewhat distressing.

No serious or over-all shoe style restrictions, however, are seen at this time. In fact, a mounting opposition to government decrees affecting shoe styles is being expressed in the industry, primarily because it is felt that such regulations achieve nothing of real value in terms of conservation.

Interest in the Leather Show will center around the following points:

- (1) Government regulations—
their significance and application to tanners and shoe manufacturers;
- (2) Allocations and supply outlook (rawstock and leathers);
- (3) Military requirements in terms of leather needs—types, amounts and grades of leathers;
- (4) Prices and margins;
- (5) New leather colors, finishes and textures;
- (6) Fall shoe styles as related to leathers and colors.

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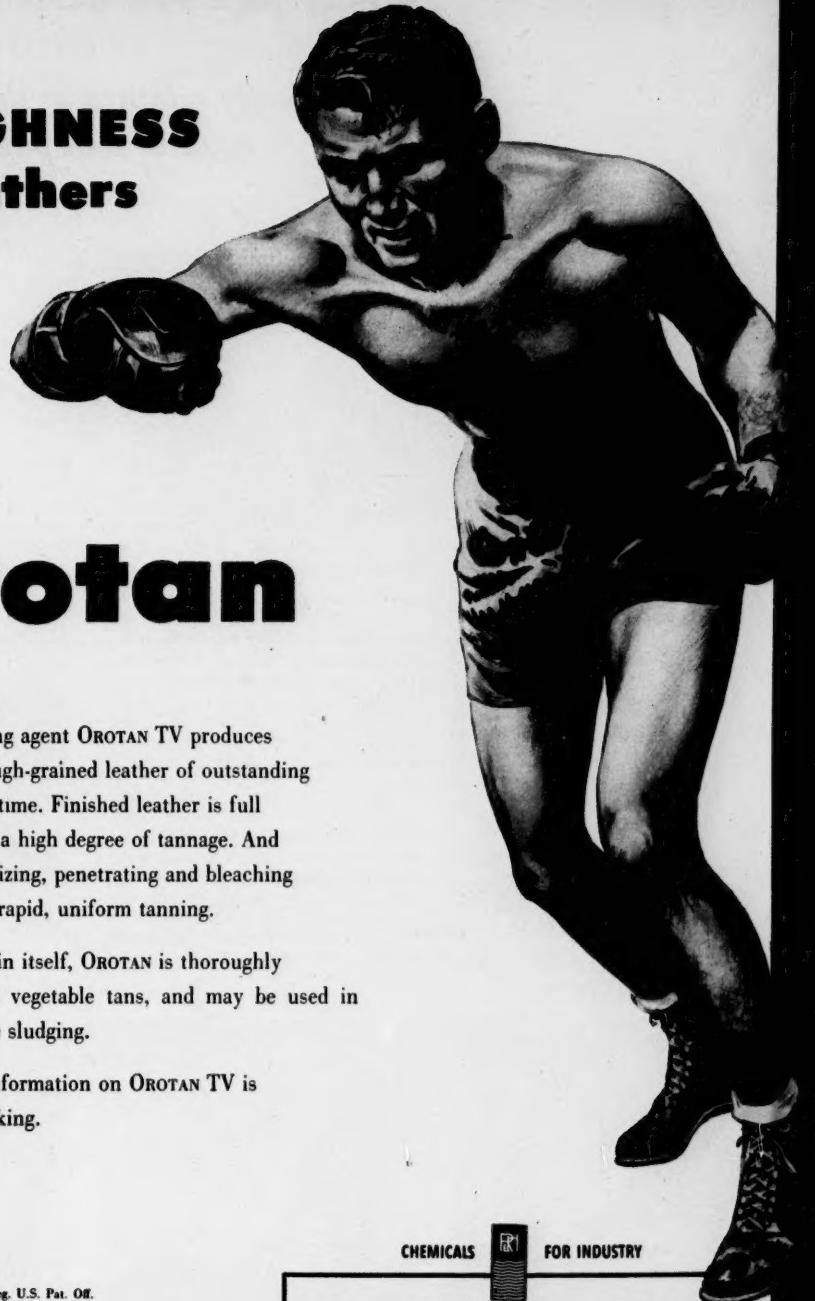
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CALF IS FASHION FOR FALL

It's ideally adapted to the new fabric textures and patterns

By Naomi Sloan

Fashion Director

The Ohio Leather Company

BEFORE discussing calf leather and calf shoes for the fall of 1951 we must thoroughly understand and feel the whole fashion picture from every angle. Although shoes are always the first part of a woman's costume presented in any new season, it is important that we know the ready-to-

wear silhouette, the fabrics employed, the use of color and how we can best stimulate sales in footwear and accessories and still be correct fashion-wise. All accessories must match or harmonize with the fabrics and silhouettes launched for the season.

After doing extensive fashion research, we must come to the conclusion that we are in the midst of a fashion cycle. There will be no drastic changes in silhouettes for the coming fall season. The trend is toward the feminine in clothes, gentle and softer looking. Women are dressing to look prettier and more lady-like.

Skirts generally will be sheath-like and perhaps be even shorter. Because of this, and to take away from the monotony of the slim and somewhat patternless skirt, the fabrics used will assume an added importance. Compensating for this simplicity of line, the fabrics for next fall should have considerable more surface and texture interest.

This depth and surface interest in fabrics require polished calf shoes to highlight the textures in ready-to-wear since calf reflects the fabrics, whereas suede is dull and uninteresting with the new materials. Not only is calf the

(Continued on Page 114)



The 1951 "Spectator"—Polished calf pump, smooth and feminine



Wall last, polished calf Pump, softly tailored



Sandal pump in polished calf for dress wear



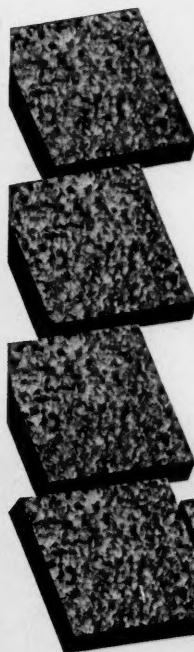
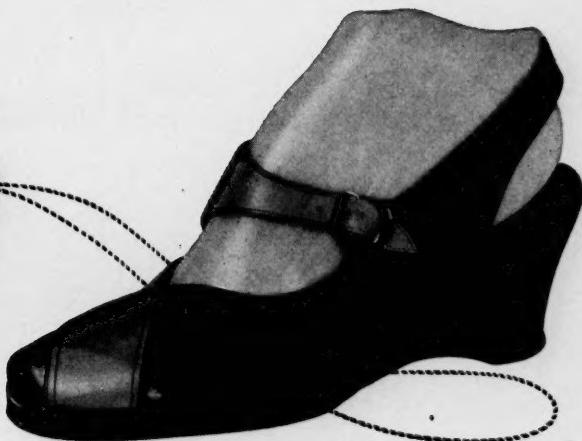
Fine detailing on dressmaker polished calf pump



Tongue Pump—designed for polished calf

This manufacturer needed a, LIGHT platform

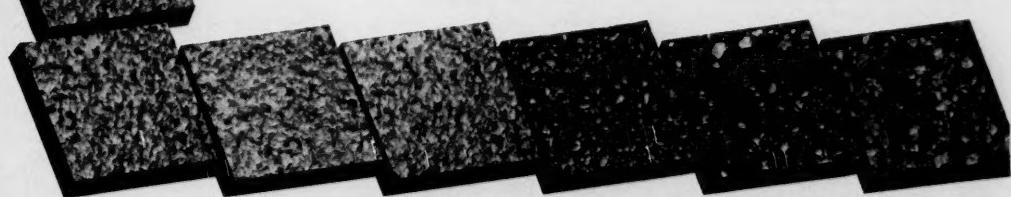
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in the
Armstrong Line*



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• SHOE PRODUCTS DEPARTMENT

• LANCASTER, PENNSYLVANIA

KID GOES COLORFUL FOR FALL

Fall ordinarily calls for dark shades but more light hues due

By Helene O'Hara

Fashion Director

Allied Kid Company

IT'S such a short time—from June to July—and yet it marks a whole season's transition in shoe merchandising. The Fourth of July heralds the switchover from lights to darks. But this year the change may not be so marked, for kid tanners are offering not only the traditional darks but some Autumn lights as well. (Government curtailment not to the contrary, of course.)

Black suede kid footwear perks up with glazed kid touches. For underlays, collars, piping, insets will be Cherry Red (TCCA) kid, gunmetal and bronze, shimmering patent. The black and brown theme gets some high fashion play. Manoa Brown

(TCCA), a basic with new life, gets similar treatment.

In glazed kid, Walnut Brown (TCCA) has a deep lustre for suit accompaniment. Spring classics like Mango Tan go antiqued into Autumn never losing the rich soft Rust tonality. Kidskin, like the heavier leathers, take easily to polish, fitting into the softened spectator group—the pump that has borrowed the good lines of the traditional brown and white, and is now executed in Fall tones of two leathers or more subtly in one leather with color or treatment touches. Claret (TCCA), long considered a staple, gives more edge to the reds—Cherry and Basque—the former for suit shoes, the latter for casuals. Mariner Grey, rich and dark, complements all lighter greys in women's wardrobe colors from the light flannels to the fashionable oxfords. In this color particularly, the two leather combination is strong.

Admiral Blue Strong

Admiral Blue (TCCA) with several seasons' good backing carries on, but with a new note added—the glazed kid Admiral Blue draped sandal for dressy wear. The continuation of blue coats, suits, dresses and furs stimulates the sales of this color in pumps and softer lined versions.

Diagonal tucking, draped sides and backs, pleating insets are among the fresh sketches on designer's note-



Admiral Blue glazed kid is draped in the vamp and quarter on this high-heeled sandal for dressy Fall wear.

books. Green, often a controversial hue in Autumn, becomes more so with some kid tanners offering sharp accent greens in addition to the old standbys. In some metropolitan areas, for example, retail buyers report that green shoes have the same neutral sales appeal as red. In cas-



The "petticoat shoe" is an offshade strap detailed with scalloped stripping for a feminine touch to a soft suit shoe. Of Maple suede kid with Manoa Brown stripping.

(Concluded on Page 116)



This is only a portion of the many stockpiles of chestnut logs that insure a continuous supply of Chestnut Extract.



1. Is the supply of Mead Chestnut Extract adequate?

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B. Since the tanning system demands acid, the use of chestnut, with its plumping acidity, saves you money.

C. Mead Chestnut Extract eliminates up to 28% of leachhouse losses.

D. There are no hidden costs. When you use Mead Chestnut Extract, no time- and money-consuming preparation is required.

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Vegetable Tannin	Tan Yard Yield (white weight basis)
Chestnut Wood Extract	67%
Tanning Material A	61%
Tanning Material B	63%

Calculate your tanning material costs on a leather basis as well as on a tan unit basis. Mead Chestnut Extract, producing four to six pounds more leather, means positive savings.



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A BUSY COLOR

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Calcocid Fast Light Orange 2G is an outstanding performer.

This all-purpose dye is useful for self-shade oranges and is a component of many formulations.

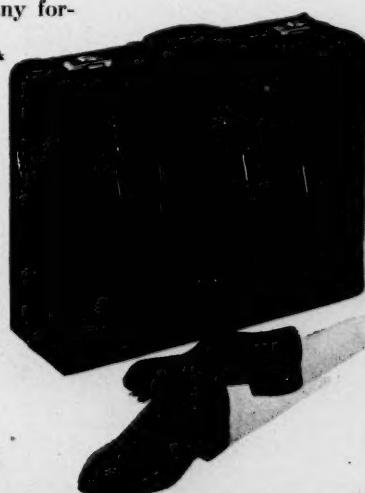
*Trade-mark



AMERICAN *Cyanamid COMPANY*

CALCO CHEMICAL DIVISION
DYESTUFF DEPARTMENT
BOUND BROOK, NEW JERSEY

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Luggage courtesy of *Skyway Luggage*
Shoes courtesy of *Jarmain Shoes for Men*



SUNNY OUTLOOK FOR REPTILES

Snake and lizard leathers will reveal new lustres, colors for Fall

By Dorothy Adams

Fashion Director

Fleming-Joffe, Limited

THE outlook for reptiles for fall of '51 is bright. No shortages from curtailment or source of supply are expected at the present time. Shortages which might occur from in-

creased demand may, on the other hand, result in more popularity for certain commodities which are plentiful and could take it.

From a fashion viewpoint, reptiles

justify every prediction for strong and substantial popularity. People are saying "Reptiles seem so right with today's fashions." This feeling

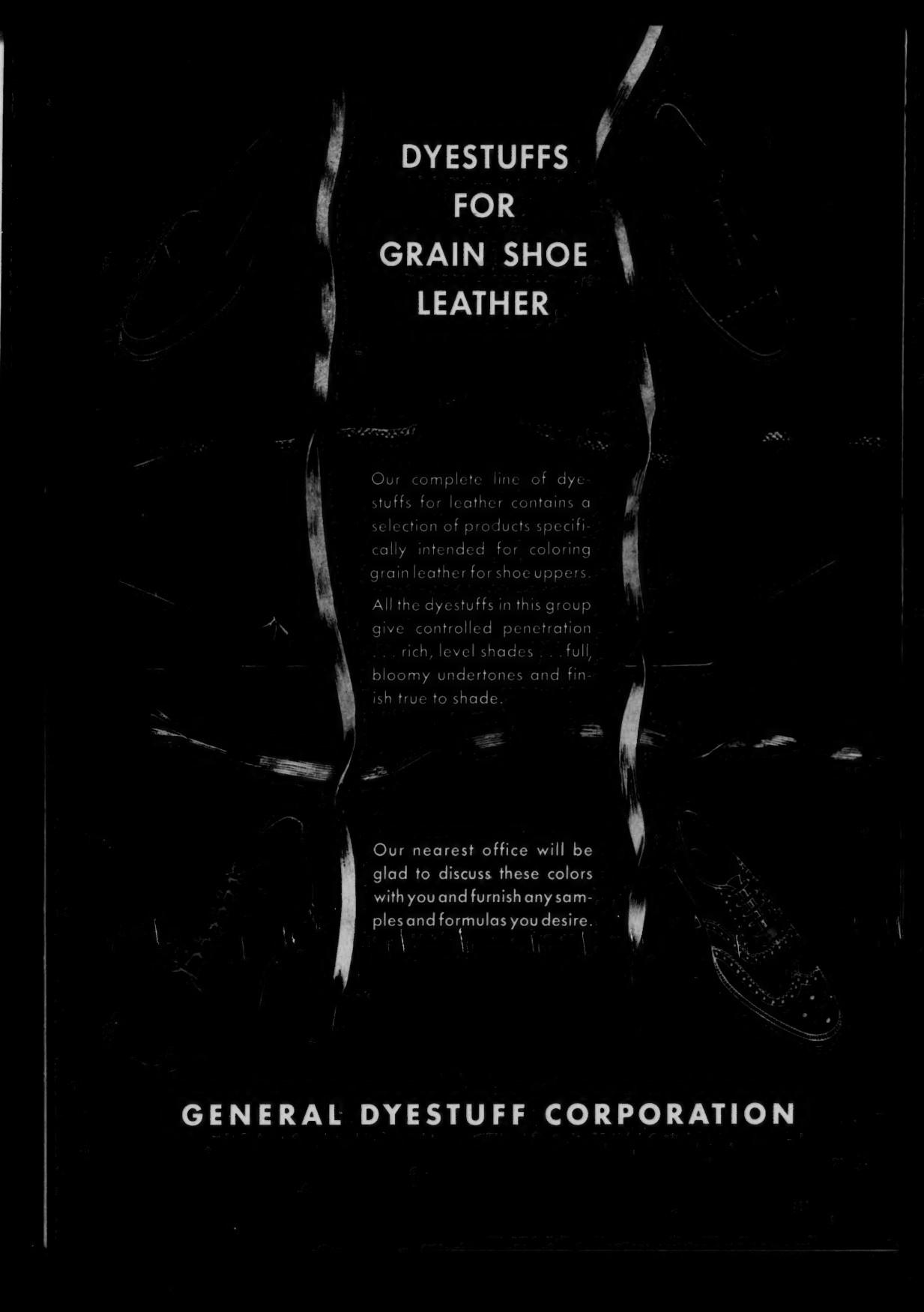
(Concluded on Page 117)



Left: smart slingback with half inch platform, in lizard; color is brilliant orange.

Center: Pump with shallow side; in green lizard.

Right: V-throat pump, naked shank; in pink-red lizard. (All shoes by Palter DeLiso, Inc.)



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Our complete line of dyestuffs for leather contains a selection of products specifically intended for coloring grain leather for shoe uppers. All the dyestuffs in this group give controlled penetration . . . rich, level shades . . . full, bloomy undertones and finish true to shade.

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GENERAL DYESTUFF CORPORATION





PATENT BECOMES YEAR-ROUND FASHION

*Brilliant sheen and new colors ideal for contrast
or "go-with"*

by Lucille Turner

Fashion Director
Patent Leather Bureau

SOMETHING new has been added to the lineup of rich Fall leathers and fabrics. Patent leather—remembered as the bright harbinger of Spring and Summer to come—has now appeared in a new guise as an exciting touch of high contrast for

Fall and Winter, and makes its full debut as a year-round leather. "Cuir verni," or varnished leather—as the French say it—is an ideal "go-with" leather for trims and combinations, and now appears in interesting new finishes and colors for all-over Patent shoes and accessories.

Newest of the Fall and Winter Patent Leathers are the Lustre leathers—rich metallic finishes with a "patine" never before achieved in leather. Look for amber, bronzes, bronze-greens, real copper, steel and amethyst tones—all starring in many a new all-over patent fashion. All have a translucent, iridescent quality that will enrich the look at a costume—whether of mixed tweeds or solids, or of lustrous silks.

The current trend toward more

colors in shoes and accessories is expected to be even stronger for Fall '51, and we will see rich new colors

(Concluded on Page 118)



Bronze green lustre patent and matching suede combination.



Light brown kidskin shoe has heel and pinstriped trim of Patent leather.



Left—All-over spectator shoe in copper lustre Patent.

Right—Afternoon shoe of amber lustre Patent with high front detail.



Top—Black Patent leather combines with imported black and blue silk velvet patterned taffeta for a new high-riding shoe for After-Five wear.

Bottom—Black Patent leather and black satin combine to make this new version of the oxford afternoon.

Our nose in your business

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FEW NEW FACES!"

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SIDE LEATHERS STRESS FASHION

This "versatile" leather in new fall tones for men, women, children

By Polly Drew

Beggs & Cobb, Inc.

OUR top economists are finding it difficult today to visualize the shape of things to come; closely related as fashion is to economic conditions, style predictions are likewise a risky business. What lies ahead we do not know. How the military program will affect our civilian fashions and to what degree it is not yet clear. But we do know that side leather tanners collectively are putting forth every effort to maintain the style recognition which they have earned in recent years. They are preparing complete lines for Fall which will include leathers that are functional—the wardrobe basics, finished in livable, enduring colors as well as in distinctively new and eye-catching promotional shades.

Subtle Varieties

The season's shoe styles for women are not drastically different, but rather subtle variations of already accepted patterns; not so much a complete new treatment as a refinement of an old. The dressy, graceful patterns with intricate detailing are carried out most effectively in light-weight kip leathers that are mellow for workability, and the neatness and simplicity of the patterns are complemented by the kip quality look.

High colors generally are supplanting Cognac Brown for women's dress wear. This is the expression of

feminine choice—women are not timid in their use of color, their costumes are coordinated with studied care and the high colors take their natural place. One of the smartest in-coming colors is Russet Glow, and it may find volume acceptance. We further believe that the golden tans may come into greater prominence as Cognac Brown diminishes in favor. Red and blue continue to be excellent basic wardrobe colors.

Standard Is Set

In the field of women's and misses' welt and tailored types, combination tanned leathers have set a standard for performance. They have the flexibility and suppleness that are requisites for walking shoes. In unlined weights side leather tanners offer this leather in ruddy, warm Cherry Brown tones, Golden Harvest which lends itself beautifully to antiquing, the old favorite Cherry Red with all its original appeal, and in varied shades of brown and wine. The casual, too, uses this leather to some extent, but for the most part favors the Elk type for its light graining. Pastel and brilliant colors are splendidly interpreted in Elk-tanned side leather for leisure wear and leading favorites for Fall are Basque Red, Russet Glow, Green Pepper, and Flagship Blue.

In the children's shoe picture we observe with pleasure the revival of open patterns in infant sizes. Elk

leather with its mellow character is a tradition for all small sizes; whereas in teenage footwear we find more and more the use of smooth leathers, both chrome tanned and combination tanned. And these polished surfaces with their lustrous finish are produced in merry, young colors for coordination with school apparel.

Seek Choicest Hides

The choicest cattlehides and kips procurable in the months to come will probably be slated for the finest full grain men's weight leather. Such sides will form the upper leather for top grade business oxfords. Brushed and smooth leathers will be combined for all-round wear, while increased sales are already evidenced on the gored slip-on which features a more satisfactory fit than the conventional loafer. For this semi-casual we have had some call for a lightly grained leather where suppleness and satiny appearance are most appreciated. Creamy and spicy colors are popular in these boarded leathers for coordination with colorful slacks. For the most part, however, smooth side leathers in unlined weights are the most desirable for the big volume market and these are available in a wide range of warm, appealing colors, with a swing-over from medium browns to staunch, ruddy tones.

50

YEARS

*KEEPING PACE WITH TIME
and Changing Styles*



CHROMALINE
CELALINE
CELL ELK
ELK
LINING SIDES
SPLITS OF
ALL TYPES

1901

1951



W. MILENDER & SONS
107 SOUTH STREET, BOSTON 11, MASS.
TANNERIES SOUTH PARIS, MAINE

WOMEN'S SHOE AND LEATHER COLORS

Suede and 15 Smooth leather colors keyed to costume shades

Suede Leathers

FRENCH MOCHA (for town wear) . . . This important new mocha version, derived from the fashionable costume shade of the same name, acts as a smart stimulant to the harmonizing beige to brown gamme, including blond, sand, café-au-lait, toast, cocoa and light coffee tones. Also blends subtly with hazy winter pastels, including smoky pink, foggy green, ivory frost, cloudy gold and misty blue versions. Rates high as an accent to greens of the yellowish fern, seamoss and bronzy types, as well as bright emerald and malachite shades, greenish sea blues and topaz or golden tones. A very attractive color with sable and mink furs.

MAPLE (for town wear) . . . Again stressed as a successful light brown that goes well with coral and rosy tones, the aqua and turquoise range, warm beiges and light browns. Also very pleasing with a wide choice of greens, including chartreuse, lime and clover shades.

MANOA BROWN (for town wear) . . . Introduced as an excellent dark brown of basic importance for wear with fall and winter costumes in darker coffee, chocolate and ink browns, grège and neutral beiges, olive and forest greens, blues in greyish stone or slate shades, as well as greenish duck and meteor types, taupes and greys.

PARKWAY GREEN (for town wear) . . . This rich dark green retains its fashion prestige as a distinctive fall complement to harmonizing costume greens, as the pine version, also medium and darker browns, and amber, topaz or antique gold tones. Very effective, too, with burnished brandy, tawny ginger, copper, brick and rust shades.

MARINER GREY (for town and country wear) . . . New dusky grey, blending subtly with autumn and winter costumes in medium and darker greys, including smoke, lead, charcoal, nickel and steel renditions. This hazy neutral also rates favor as a muted shade for wear with the important huckleberry, plum, grape, mulberry, amethyst, lavender, violet and other purplish shades, as well as taupes, misty slate and midnight blues, and Bordeaux or Burgundy reds.

SPICETANG (for town and country wear) . . . Smart new version of a lively spice tone that adds considerable zest to amber, bittersweet, henna, copper and orangy rust shades. Also a-sparkling complement to a wide gamut of greens, including lime, moss, bronze and bright medium hues of the emerald type. This animated spicy

shade suggests as well an interesting contrast to beige and natural tones, greyish blues and navy, taupes, greys, greenish ocean blues and brilliant shades among the Autumn Sun Colors.

GREEN PEPPER (for town and country wear) . . . Continues its success as an animated medium green that lends a dashing note to warm beiges, tans and browns, spirited greens, as lime and chartreuse, also golden and amber shades. Likewise a pleasing complement to the vibrant range of spice and orangy hues, including paprika, cinnamon, nutmeg, ginger and tangerine, and gay sports colors.

FLAGSHIP BLUE (for town and country wear) . . . Newly endorsed as an animated light navy, harmonizing well with medium blues in fall costumes. Also steps smartly with important new violine tones, as cerise, fuchsia, lilac and mauve, blond and sandy beiges, greys, rosy tones and reds, including glowing ruby, cherry and light claret versions.

ADMIRAL BLUE (for town wear) . . . Remains firmly established as the accepted classic navy for basic requirements. Blends with costumes in subdued medium blues and navy, the entire rose to red scale, including vintage types, violet or purplish shades, as mulberry and plum, sandy beiges and greys.

Smooth Leathers

WALNUT BROWN (for town wear) . . . New medium brown of lively tonality, in close fashion accord with warm browns and beiges and amber, topaz, golden and burnished brandy shades. Also extremely effective with a wide range of fall greens, including malachite, olive and bronzy variations, greys, dusty rose and coral tones, and greenish sea blues.

MANOA BROWN (for town wear) . . . See notes in Suede Leather group.

MALAGA BROWN (for town wear) . . . Rich deep Cordovan tone, harmonizing perfectly with rosy beiges and reddish browns of the mahogany family, also rosy grape or plum shades, vintage tones of brownish cast and the muted rose range. Likewise rates distinction with deep aqua, peacock and teal, slate blues and a wide gamut of greens, including spruce and cedar shades, and subtle yellowish seamoss or olive types.

COGNAC BROWN (for town and country wear) . . . Retains high favor as a warm glowing brown for wear with spirited tans and spicy hues, vibrant greens, especially

(Concluded on Page 120)

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Splits

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Quality with other leathers in their shoes, demand Gebhardt's—they are superior. Expert care is given to selection of raw material and process. Research to improve them goes on constantly. That's why we are rightfully termed "Specialists in Splits".



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F·C·DONOVAN, INC. 192 SOUTH ST., BOSTON

MEN'S SHOE AND LEATHER COLORS

Smooth Leathers Town Wear

BRITISH TAN . . . Enjoys continued prestige as a warm russet tone for high grade town shoes in calfskin, on Continental or custom lasts, with special edge treatments. Suitable for full and quarter brogues and medallion straight tip styles, with bootmaker polish. Also used for heavier type youth or campus models in sides or kips, with smooth or boarded finish. Likewise adapted to elk finish leathers for country wear. Particularly desirable for complementing grey or tan mixtures.

BOURBON . . . Highly important new version of a classic town shade, appropriate for all smooth and lightly boarded leathers. The leading calfskin color for custom last types. Adaptable, too, for smooth and elk finish sides in town and country models at volume level. Lends itself to heavy antiquing in youth and campus ski-front and brogue types. Other styles preferred with light stain or polish.

TARTAN TAN . . . This lively russet tan of golden cast again rates strong promotional interest, especially for early fall wear. Favored in smooth and soft boarded calf, as well as kips and sides for campus models and lined or unlined sports types, distinctive for their new pinked and perforated detailing suggested by Highland brogue originals. Also available in elk finish leathers for country types and for slippers for campus and leisure wear. Takes on a rich finish when darkened slightly by special staining. Recommended for wear with sports clothes in bright tartans, two-tone checks and soft heather mixtures, as well as with neutrals and plain weave campus and sports togs.

REDWOOD BROWN . . . Increasing steadily in volume sales as an excellent ruddy brown for town and country shoes. Suitable for calf, sides and kips in smooth and lightly boarded leathers, also in elk finish sides and in smooth or crushed goatskins. Town shoes in half brogue, straight tip and moccasin front styles take well to bootmaker finish. Antique staining is applied to rugged ski-front and full brogue campus and country shoes. This extremely versatile brown harmonizes well with ruddy colored mixtures or contrasts smartly with many other suiting shades.

CONCORD BROWN . . . Introduced this season as an extremely smart darker brown, having strong promotional value as a prestige color for town wear. Adapted to smooth calf, it is used for high grade shoes on Con-

tinental lasts, as well as for moccasin slip-ons in new town types on shoe lasts. Also newly interesting in modified four-eyelet oxford models, on custom lasts. For wear particularly with tones blending into the heather and oxford mixtures in fall suiting.

CHERRYTONE . . . Retains its position as a strong volume color for all varieties of smooth, boarded and soft finish leathers. Much stressed for quarter brogue models in calfskin for town wear. Likewise a very successful side leather shade for campus and youth type full brogue and ski-front styles. Suitable, too, in elk finish side leathers for slippers and campus and country brogues. Preferred with staining or polishing.

AMERICAN BURGUNDY . . . Emphasized as an important Cordovan version, which because of its wide adaptability is steadily increasing in volume. Rates high prestige as a favored classic shade for better grade town shoes in calfskin. Recommended, too, for campus and country wear in side leather with heavy black stitching and heavy soles. Also suited to ski shoes and ski-front types in oil finish leathers, with dark stitching and staining. Treated with different stains or finishes, this rich ruddy color lends itself to many interesting tonal variations.

TOWN NAVY . . . A highly distinctive dark navy tone for calf and kip, used principally as a trim on brushed leather of the same shade. For town and campus wear, this deep blue is appropriate in all-over moccasin front and gored front slippers. Also adapted to new lighter weight three and four-eyelet bluchers with matching brushed leather plug. This classic navy is also used in smooth calf or patent for plain toe evening ties and thong moccasin informal evening styles.

BLACK leathers continue their basic importance in fall and winter footwear.

Grained Leathers Town and Country Wear

TARTAN TAN . . . This animated russet shade is newly presented this season in heavy grained leathers of the widely used pebbled and rugged Scotch varieties. Available in calf, veals, kips, and sides in regular or unlined weights. For town wear, this bright gorse shade is suitable for quarter brogues and half brogues. For sports and general country wear, it is used in full brogues and ski-front bluchers, with heavy stitching and double soles. A smart burnished effect is imparted to this lively leather shade with antique stain or bootmaker finish.

(Concluded on Page 121)

How Civilian Supply Will Be Affected By

MILITARY LEATHER AND SHOE BUYING

The effect of stepped-up military leather and shoe procurement upon available civilian supplies during the balance of 1951 poses one of today's most vital questions. Whether armed forces purchases of footwear, gloves, belting and close to 700 other military items requiring leather will work distinct hardships upon civilian supplies, possibly bring early rationing, is something that must be considered at this time.

Short of unconsidered or ill-advised Government action, the best means of determining what may happen is an appraisal of the ever-present supply and demand—both military and civilian. Once this is worked out, allowing for contingencies, a comparison with World War II requirements should prove helpful.

By the end of this year, U. S. armed forces will total close to 3,500,000 men—supposedly the official goal at present. This is slightly more than one quarter the number of men and women encompassed by the Army, Navy, Air Forces, Marines, etc., during the height of World War II.

Official estimates made late in 1950 placed total military footwear procurement for 1951 at less than 12,000,000 pairs. After the intervention of Red China in Korea, early estimates were hurriedly junked. Both the Army and Navy released official footwear needs but these faded again, were tentatively set at "between 22-25 million" for all Government needs during the year. Even these figures were left open to revision.

Assuming that military shoe procurement did reach a top figure of 25,000,000 pairs during 1951, this would seen a small part of total annual output which is expected to exceed 500,000,000 pairs. Actually, however, it would take a deep bite of available supplies since military shoes require close to three times the amount of leather used in a pair of civilian shoes.

There is more to it than this, however. Unless the armed services have thrown or given away almost all available footwear supplies, it would be almost impossible for them to utilize up to 25,000,000 pairs in 1951. Based on a standing force of 3,500,000, this would mean close to eight pairs per person for the one year.

At the height of World War II, with 12,000,000 under arms, highest military shoe procurement for one year reached some 47,000,000 pairs in 1943 (including all Government procurement)—or almost four pairs per person per year. And this was when we were actually at war. Even in 1941 when war appeared inevitable, military procurement was only 15,000,000 pairs.

Figures Topheavy

Unless the armed forces are buying ahead for two to three years, it appears the figure of 25,000,000 pairs is topheavy. If it actually is meant to cover short-of-war military needs over several years, then procurement in 1952 and 1953 should shrink appreciably.

There is, however, still another way to figure military demand. Total military shoe output from 1942-1945 amounted to some 175,000,000 pairs. Based on a 12,000,000 force, this averaged out to 14.5 pairs per person. Military procurement officials set their goal at 10 pairs per person with about two of the 10 pairs on order or in production at all times. From this point of view, each person in today's armed forces would soon have close to 8-10 pairs—but while the U. S. was still at peace. Either way, it is difficult to see how military footwear buying can hold close to a level of 25,000,000 pairs annually, short of war.

One fact stands clear. Producing 25,000,000 pairs of shoes for the armed forces in 1951 will appreciably tighten the year's leather supplies.

The military would require a minimum of 75,000,000 square feet of leather for footwear alone. This is exclusive of all other military leather requirements.

Supplies of cattle hides, possibly calfskins, will probably increase in 1951 over 1950. This does not mean that most tanners will individually receive rawstock allocations above their normal 1950 wettings but it is probable that the nation's supply as a whole may be increased through a larger slaughter and stepped-up imports. On the average, however, slightly more leather will be produced during this year than last.

Last year, we produced approximately 25,000,000 cattlehides of which over 6,000,000 went into sole leathers and almost 15,000,000 into upper leathers. Figuring 20 square feet of leather per average hide, there were approximately 300,000,000 square feet of side upper leathers produced last year. Military needs may take one quarter or more of this.

In the same way, calf and kip leather production totaled almost 10,300,000 skins last year. The Navy estimates it will need at least 2,500,000 pairs of calfskin leather shoes by the end of February, 1952. Conservatively speaking, this would eat up 6,500,000 to 7,500,000 square feet of heavyweight calf leather—a heavy drain on men's weight calf. Men's calfskin shoes will undoubtedly feel the bite as the year advances.

And these are only shoe requirements. Add to these figures the total leather footage required for the many other military items—bags, cases, helmet linings, etc., of calf and side leathers—it can be seen that military procurement for the year will prove a sizable drain on available leather supplies.

A comparison with World War II figures on military use of the major types of leathers will give an idea of what the drain can be. For example, military leather items took

8.9 percent of available cattle hides (including kips) in 1941, jumped to 25.3 percent in 1942, 33.9 percent in 1943 and a high of 39.1 percent in 1944. Over the period 1941-45, military use averaged 25.3 percent of the total.

This, of course, took place during actual war with armed forces almost four times as large as we expect to have by the end of 1951. As long as we remain out of war, we will not approach these figures but the early straining of bringing our own military machine up to reasonable strength while aiding the Atlantic Pact nations to do the same will require a substantial percentage of available cattlehides.

Five Year Average Large

Similarly, the military took 5.4 percent of calf and kip output in 1941, soared to 17.6 percent in 1942, 21.1 percent the next year, 22.6 percent in 1944, and close to 25 percent in 1945—an average of 21.7 percent for the five-year period.

Military items also required an average of 10.3 percent of available goat, kid and cabretta production during the period, 11.6 percent of lamb and sheep leathers, and 33.1 percent of horsehides—a substantial part of each.

Even if we were to cut average World War II leather requirements in half in estimating military needs for just the next year or so, it isn't difficult to foresee a tightened civilian supply if not an actual but temporary shortage.

Take 13 percent of cattlehide leathers—half the average amount taken by the military over 1941-45. This would come close to 2,000,000 cattlehides in 1951. Similarly, 11 percent of calf and kip output (almost 11,000,000 skins last year) would be 1,210,000 calf and kip skins.

Again, five percent of goat and kid output (about 37,500,000 last year) would approach 2,000,000 skins, and six percent of lamb and sheep (estimated at 31,550,000 skins last year) would also approach 2,000,000 skins. All in all, an appreciable part of the nation's supply.

Other Factors

All of the foregoing neither presents a fanciful look into the immediate future, nor a comprehensive picture of what to expect in military leather requirements for the months ahead. It is highly improbable that procurement officials themselves could accurately forecast armed forces leather needs for many months ahead. Such a forecast would take far more than a crystal ball.

There are many other factors to take into consideration before attempting any such forecasts. Now that the Government has taken over regulation of slaughtering, is presumably working out a schedule of hide and skin allocations to tanners, will shortly thereafter set up a worldwide system of rawstock allocations, and probably increase in months to come the amount of leather each tanner must produce for the military, it becomes evident that only Washington can supply the answers. All

other guesses are merely personal opinions.

Responsible Government officials have stated there is small likelihood of shoe rationing for the next three to four months. By so doing, they have left the door open to rationing by mid-1951. This again is something that must be determined by military leather consumption. Consensus of shoe manufacturers is that even were leathers to face a shortage, there are enough substitute materials available to take care of civilian shoe needs without rationing.

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UNPRECEDENTED importance of Colors and Textures indicates the greatest Fall season ever for coordinated shoes and accessories. Tried and proven selling tool for both is Amalgamated Coordinated Colors, a complete service in Kid, Kid Linings and Genuine Reptiles, embracing all fashion colors accepted by the Joint Color Committee in a comprehensive range of surfaces and textures. Now, you may specify Amalgamated Coordinated Colors confident in their fashion fidelity and in the precision of their Coordination.

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BOOTH 34

WALDORF-ASTORIA

FALL OPENING • American Leathers

MARCH 6-7

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WILMINGTON

DELAWARE

FIRST AGAIN THIS FALL



BUTI KID

LEATHERS

IN ALL
FASHION FOOTWEAR

THE "DELTA" SHELL PUMP

by Reuben Gordon Shoe Co.
PHILADELPHIA PENNSYLVANIA
ON THE DELPHIA LAST

IN **BUTI** BLACK SUEDE
ALSO IN
BLUE, BROWN AND MAPLE

BUTI SUEDE
BLACK & WHITE - COLORS

BUTI CRUSHED KID
BLACK & COLORS

QUALITY LININGS
WATER-PROOF

SLIPPER LEATHER
ALL STANDARD COLORS

BLACK & COLORED
GLAZED KID

Much of the inspiration for next Fall's most beautiful footwear stems from the versatile appeal of the BUTI Kid Leathers from which they will be made. See the Fall fashion picture forecast in a wide, dramatic range of BUTI Kid colors and surfaces at the Fall, 1951, Leather Show, Waldorf-Astoria, March 6, 7, Booth #2.

SEE THEM

BOOTH 2

OFFICIAL FALL OPENING OF AMERICAN LEATHERS

WALDORF-ASTORIA

McNEELY & PRICE CO.

PHILADELPHIA 34

PENNSYLVANIA

Market Report—

CALF LEATHERS

The same confusion prevailing in other leathers rules the calf leather market today. The welter of pricing and supply orders emanating from OPS and NPA which make it difficult for calf tanners to set ceiling prices and plan ahead on production have contributed to a condition of near suspended animation.

Calf leathers, which began the year 1951 on an optimistic note with demand continuing high despite soaring prices, are now almost quiescent, saleswise. Many tanners have kept lists withdrawn ever since the general price freeze. Others have attempted to figure their ceilings but refuse to make commitments until the Government undertakes to clear up a few disturbing points—definite ceiling prices and allocations.

Even if tanners were willing to sell ahead in the past few weeks, most buyers would have hesitated to place any substantial orders. Shoe manufacturers, for the most part, had bought well ahead before the price freeze, found themselves in a favorable position to wait out the clarification period.

As with other leathers, calf reached its highest levels immediately before the Jan. 25 freeze order. At that time, light packer calfskins were selling at 82½ cents while heavies were at 87½ cents. Translated into leather, although calf tanners were delivering Nov. and Dec. orders at the time, men's heavyweight calf leathers were bringing a top of \$1.35-\$1.40, women's weights were priced

\$1.30-\$1.35 for top grades, and black calf suede was priced up to \$1.40, colors at five cents more.

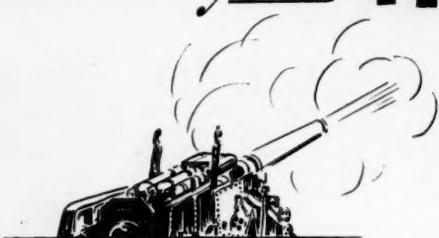
Just previous to the freeze, demand for black calf suitable for Navy shoes had risen tremendously due to large Navy orders. As a result, leather supplies were growing limited. This plus rising rawskin prices had forced tanners to take the brakes off their prices. Only the price and raw skin sales freezes managed to halt the merry-go-round.

The big question facing both tanners and shoe manufacturers at Leather Show time was whether the Government's new system of calf skin allocations, with emphasis naturally centered upon military requirements, would leave adequate calf leather supplies for civilian shoes and other leather products.

The Navy recently reported that its footwear needs alone through the month of Feb., 1942, would call for close to three million pairs. Of this, over two million pairs of shoes would call for calf leather. Although these orders will presumably be spaced over period of months, shoe manufacturers can make no bids, formulate no plans, until they can estimate the situation of leather costs and supplies.

From all indications, once the Government clears up prices and allocations problems, there will be enough calf leathers on hand to take care of most civilian needs. What will be available in the way of colors, styles, etc. is another story. Until Washington states its position on the important question of shoe styles, few tanners can do much forward planning.

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Market Report—

KID LEATHERS

The nation's kid leather tanners are facing an even more perplexing problem than tanners who process their leathers from domestic hides and skins. ESA's price freeze on all domestic products has placed them in an almost intolerable position. Yet all are agreed that the problem will be worked out somehow.

Biggest poser as far as kid tanners are concerned is how to buy goatskins at present prices from foreign markets, process them into leather, and then sell them at a fair profit, if any, under present ceilings. Despite the freeze of leather prices, raw goatskin prices have continued to rise, show no signs of abatement.

Thus the kid tanner, unlike most other tanners, has received no consolation from the knowledge that his rawstock costs were frozen, even rolled back, along with his leather prices. Whereas side and calf leather tanners have had this advantage, the kid tanner has been forced to buy in a free market while selling in a controlled one.

Added to this, foreign selling sources have showed little sign of sympathy or understanding. Goatskin prices, exorbitantly high for some months, have continued to rise after the U. S. freeze. One big reason has been the unrelenting activity of English and European buyers in the goatskin markets, many of them using ECA dollars to pay higher prices than U. S. tanners can afford.

Result is that kid tanners here have had all they could do to buy needed rawstock much less pay the price. Most

have found it almost impossible to meet European prices and still make and sell their leather at a fair profit. Normal profits appear out of the question for the moment.

Solutions to the present dilemma require several courses of action. Undoubtedly, new pricing orders must allow for rawstock costs, will probably be based on margin-type profits, allowing tanners to employ a certain base mark-up system. Also, the Government will probably step in with a plan to aid rawstock purchases if not downright subsidies. The latter has been considered for the past few months by a group of hide brokers and tanners who have suggested that the Government appoint buyers from within the industry, then set up a system of allocations for all.

In recent weeks, kid tanners have been kept busy by a large back-log of orders. This and not new business has kept their tanneries going. Sales since the freeze have been mostly for need with buyers not particularly anxious to make heavy commitments.

Prices, based on Dec. 19-Jan. 25 base period deliveries, have generally been set at a top of 95 cents for kid suede, up to \$1.25 for glazed kid, a range of 30-60 cents for kid linings, 40-75 cents for slipper kid, and about 69 cents to \$1.20 for satin mats. Both suede and glazed have an average starting price of 40 cents in the cheaper grades. Curiously enough, these prices were generally held just before the freeze, since kid had been selling at these levels for weeks.

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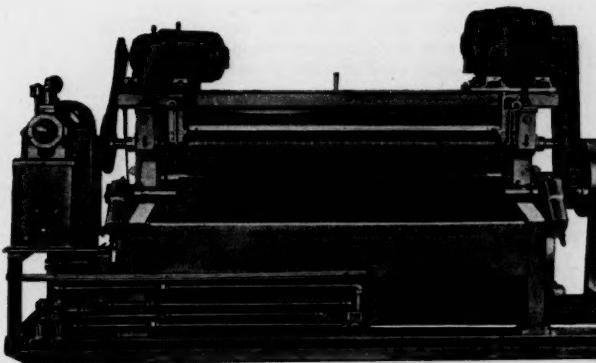
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Market Report

SIDE LEATHERS

Two unexpected and certainly arresting Government edicts, spaced within two weeks of each other, have combined effectively to clamp the lid on side leathers during the first quarter 1951.

As a result of Economic Stabilization Order No. 2, rolling back domestic cattle hides, calf and kip skins to highest sales or deliveries prices of Nov., 1950, and National Production Authority order M-35, freezing all sales on take-off between Feb. 5 and March 15, side leathers have been temporarily relegated to the "mothball fleet."

ESA's General Ceiling Price Regulation, limiting price ceilings to deliveries made in base period Dec. 19 to Jan. 25, the lone expected control order, merely contributing to the muddle.

Previous to the rollback order, side leathers in almost all selections, grades and weights had been among the most active in the leather market. Despite price advances from week to week, occasionally day to day, shoe manufacturers kept tanners busy filling substantial orders.

Active consumer sales which kept draining retailers' shelves, the promise of a good sales year in 1951 plus fairly heavy military orders and promise of more to come, combined to keep buyers bidding actively for side upper leathers regardless of price.

The Government's voluntary freeze order on Dec. 19, asking a rollback of prices to Dec. 1 levels, served to hold down side prices for only a few days. Side tanners withdrew prices when packers withdrew offerings but when small packers broke the voluntary price line followed shortly by big packers, tanners had little choice but to

follow suit. It was a question of meeting replacement costs or losing money.

As an example, regular finish corrected kips which reached an average high of 80 cents before the voluntary order, were selling for 88 cents and up by mid-Jan. Heavy combination-tanned aniline extremes, a strong seller, bringing about 73 cents for top lines around Dec. 19, also rose five cents to 78 cents, then to 82 cents and up. Regular finish corrected extremes, bringing up to 67 cents on Dec. 19, were pegged around 75 cents by Jan. 17. Given few more weeks of unrestrained trading, it seemed side leathers would equal if not pass the 1919 record highs which saw kips reach an average of 90 cents.

The hide rollback and leather price freeze stopped the runaway market in its tracks. Tanners were forced to retrace their steps, figure new ceilings on delivery prices during the base period. This naturally posed many hardships since tanners were generally shipping leather contracted for at Nov. and early Dec. prices. Result was sales were few, mostly off the floor for need. Some tanners have withdrawn offerings entirely.

At this writing, side leathers tanners are still in a quandary. None are willing to make any commitments until OPS sets a dollars and cents schedule on hides and skins while clarifying leather prices. The embargo on rawstock deliveries and sales will squeeze many, force them to curtail leather production, keep sales to a minimum. Even if tanners were willing to sell leather, many shoe manufacturers have good inventories of leather on hand, are apparently willing to wait until the Government shows its hand.

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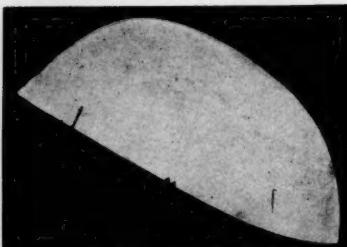
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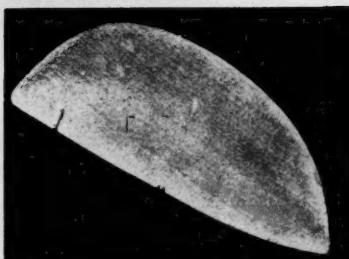
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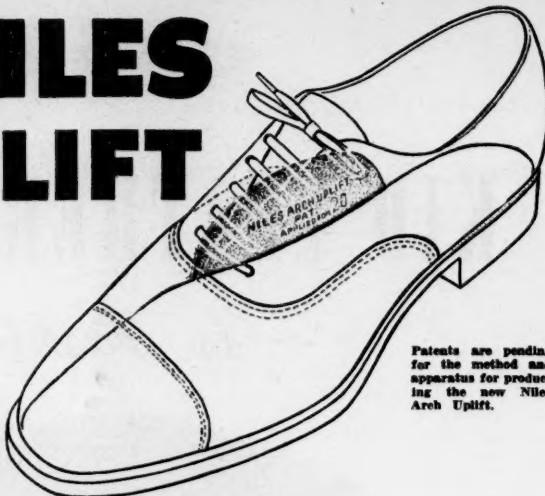


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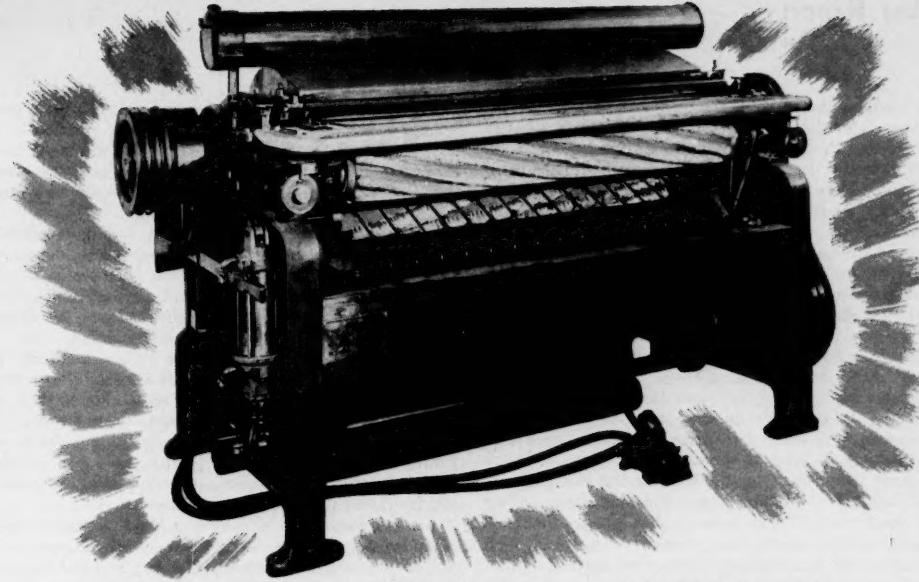


3. An innersole with the Uplift attached.



4. Channeled and stitched to the innersole ready for assembling into the shoe.

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Market Report —

SOLE LEATHERS

Sole leathers have proved among the hardest hit by the Government's leather pricing and hide sales and delivery freeze orders. Perhaps one of the main reasons has been the fact that sole leathers experienced such drastic price inflation until the freeze, must now find new ceilings at considerably lower levels.

As an example, light bends which brought a top price of around 66 cents in late June 1950 were generally quoted up to \$1.10 just prior to the price freeze. Yet price rises were so frequent during the entire runaway period that any rollback effect necessarily took a heavy toll. The OPS order, freezing prices to deliveries made between Dec. 19 and Jan. 25 amounted to a good-sized rollback. Few tanners had made deliveries at mid-Jan. prices which were considerably higher than Nov. and Dec. prices.

Result is post-freeze prices have dropped considerably. Most tanners have refused to make quotations, have sold small quantities of bends at varying prices. Sales of heavy bends have been heard up to 91 cents but the majority are well below this. Medium bends find difficulty in selling for 97 cents whereas they formerly brought up to \$1.02.

In sole leather offal, the freeze has not hurt so radically, since bellies and shoulders were somewhat more stabilized during the post-Korean period of inflation. However, tanners and dealers have not been anxious to sell, particularly on long-range commitments. Buyers, on the other hand, are just as cautious. The entire situation has been one of virtual stalemate.

The NPA freeze of hide sales and deliveries has posed several questions for sole tanners. The big question is just how much sole leather the Government will need in its expanding defense program. With hide allocations around the corner, tanners still have little idea of how many hides will be allocated for sole leathers.

Sole leather production has been falling consistently in the past few years. Of 25 million cattlehides tanned in 1950, only six million went into sole leathers. The previous year it was almost six and one-half million while in 1948, it was close to eight million. Last year's output of sole leather was the lowest in over a decade.

Final shoe production figures for 1950 will indicate that only slightly over 50 percent of both men's and women's shoes contained leather soles. The remaining 48 or so percent had synthetic soles. Government planners may well be influenced by these figures in allocating hides to sole leather output. Military boots and shoes will probably contain leather soles predominantly but how much will be left for civilian use is still to be decided.

Another factor was NPA's order M-34 regulating cutting of midsoles and innersoles from wholstock. Military needs will come first but civilian supplies may well feel the pinch. In addition, tanners and cutters are still waiting for the Government to iron out a few wrinkles in the order, such as the provision requiring midsoles and innersoles from bend cuttings be cut from heavy leather which does not meet military specifications.

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Market Report —

REPTILE LEATHERS

Despite the uncertainty of the international situation and prospects of early price controls, the year 1951 began optimistically for reptile leathers. Jan. in particular proved an excellent month for all types of snakes—at least, until the fatal 25th day of the month when the spectre of controls became a grim reality.

Until the Government edict appeared, snakes tanners were quite encouraged by Jan. business. Although demand for whips, cobras, vipers and pythons was somewhat slow in the first months of the Spring buying season, Jan. sales proved quite sizable when the books were balanced.

The rawstock situation has continued a source of annoyance to most reptile tanners. On the one hand, they have experienced little difficulty

in obtaining whips, cobras, vipers and Siam chouyres and aers from foreign sellers at good prices. Siam chouyres and aers have even been available in good quantities on spot.

Other selections are more difficult. For example, European buyers have practically cornered the python market by paying much higher prices than tanners here can afford. The same situation holds with alligator skins for which Europe has been willing to pay \$1.00 an inch higher than domestic tanners can afford. Alligator lizards, available in good quantities from Brazil last Nov. and Dec., have now advanced above domestic tanners' views.

On the leather markets, whip snakes and cobras have been fairly consistent sellers although many tanners report a degree of price resist-

ance. Considerable resistance is evident on pythons, alligators and alligator lizards although buyers will pay the price when they need the leather.

Alligator lizards and other lizards such as back-cut Bengals and, of course, real alligators, are much wanted for Fall. Conversely, these are the reptile leathers that offer tanners the biggest headache on the raw material market. At last report, Argentina was still holding its embargo on export of these skins, Brazil was getting better prices elsewhere and alligators from other producing centers were being bought at much higher prices than tanners here could afford.

Even raw snakes, such as whips, cobras, vipers, aers, chouyres and py-

(Concluded on Page 122)

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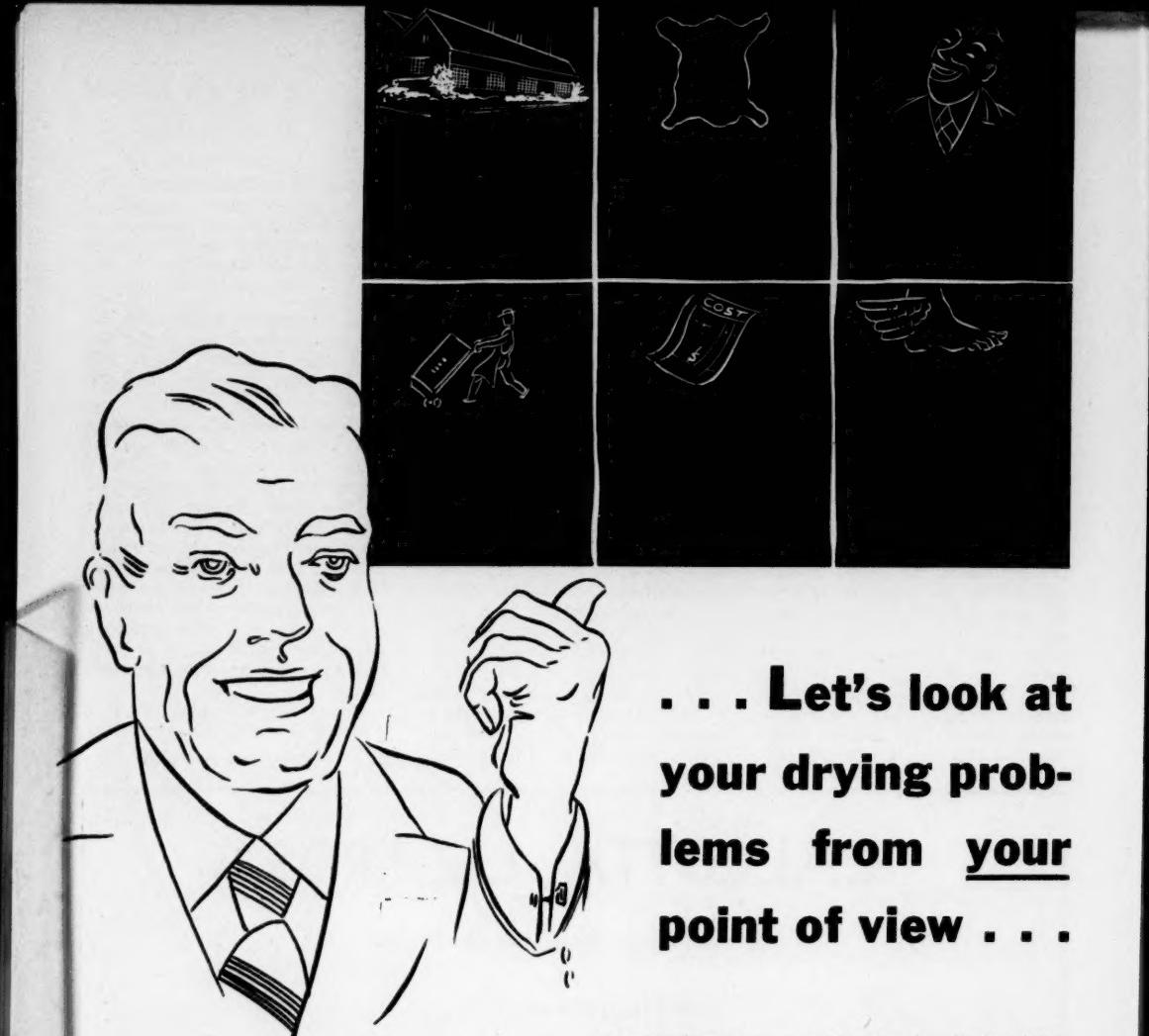
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In attendance: Harold Tine, Don Stephens, Paul Gerwin, Russ Anton, Robert Ingraham, Mr. Kelley, Jeff Bender, Gus Bischoff, Harry Remis, A. Lerner.

Agoos Leather Cos., Inc. Manoa brown, admiral blue, flagship blue, maple, French mocha, Burma brown, coppertone, spicetang, greysmoke, parkway green, green pepper, claret, black.

In attendance: L. E. Rosenberg, F. J. Guilfoyle, G. D. Sart, R. Rosenthal, W. G. Murdock, S. Farkash, M. Farkash, H. Farkash, L. Farkash, J. N. Griffith, John R. H. Ward.

Allied Kid Co. Smooth and suede in Manoa brown, admiral blue, parkway green and green pepper. Smooth in walnut brown, turf tan, cherry red, claret, and basque red. Suede in flagship blue, spicetang, mariner grey, maple, and French mocha.

In attendance: Russ Anton, Robert E. Binger, Herbert Agoos, Robert Ingraham, Benjamin Simons, Neil Steinkemeyer, M. C. Campbell, Edgar Loewe, John Mulroy, C. E. Hendricks, J. T. McCauley, Martin Fife, Al W. Meier, Prentice McNeely, Bert Lappen, F. A. McDonald, A. Schoenberg, Frank Lynch, Albert Heusing, Max Friedlander, Sam Somerset, John A. Spille, Helene O'Hara, Al Tandy, Irvin Fife, Dorothy Campbell, Mac Nieman, Myer Lowenstein.

Amalgamated Leather Cos., Inc. All official colors in kid leathers both glazed and satin finishes and in Charmozz (suede kid); a full line of colors in kid linings; Amabuck, white suede kid; Amalac, lustre kid, in all colors; soft touch kid in a complete range of colors; and a complete line of colors in genuine reptiles.

In attendance: Frederic J. Blatz, Edward C. Bunn, William Simpson, Earle B. McMullen, George J. Hof-

mann, Thomas F. Dorrrity, F. J. Kelle, William R. Becker, Elmer Froehlich, Gordon Kitchin, William Heat-

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work gloves, finished, dope skiver grain, hand splits, playsuits and chaps specialty splits.

In attendance: N. W. Amdur, S. G. Latices, A. E. Gitter; B. Alpers, R. LeCraw, H. Galpert, C. Allen, W. Gafe, Chase Kepner, K. Kepner, S. Liebman, G. Cumming.

William Amer Co. Black kid, glazed, satin and suede; women's brown and admiral blue glazed and men's tan glazed kid.

In attendance: C. Roy Fisher, Wm. M. Taggart, A. A. Wakeford; A. J. Dietrich of Solomon and Phillips; and representatives from Mullins, Trowbridge & Co., The George W.

Newman Leather Co., R. L. Stiles & Co.

American Belly Tanning Corp. Strap bellies, russet and colored; lining bellies and sides; tooling sides; full aniline finished sides; colored sides for bags and belts.

In attendance: A. Dreher, M. Hadra, F. Goldman, K. E. Jesselson, K. Fox.

American Hide and Leather Co. Calf, kips, sides. Women's: Suede, Manoa brown, admiral blue; in suede, admiral and flagship blue, Manoa, walnut, Malaca, and cognac brown, turfian, parkway green, green paper, cherry red, claret, Basque red, golden wheat, gingerspice. Men's: bourbon, tartan tan, redwood brown, concord brown, cherrystone, American burgundy, and town navy smooth.

In attendance: C. F. Danner, P. I. Light, John Bates, Clyde Rycroft, George C. Scott, John O'Neil, John Rowan, Ray Walker, Francis Rice, Harry Getzov, Charles Green, William Jordan, John Daggett, Roy Julian, Richard Willmes, Al Nusser, Lawrence Nusser.

American Kid Co., Inc. Suede kid in black, brown, colors; glazed kid in black, brown, multi-colors; cabrettas in red, blue, green, yellow; lining kid in black, brown, fawn, grey, waterlily, pastel colors, waterproof; slipper kid in popular shades; cape skins in red, blue, burgundy, brown, black, multi-colors; gold and silver kid, leaf and laminated; elk and smooth sides, natural sole splits, suede splits, smooth shoe splits.

In attendance: Herbert Gruskin, Michael Gruskin, Louis Halle, Robert S. Berman, Erwin L. Berman, Victor Heartel, Harry Galpert, Albert Galpert, Ray Larkin, Henry Halle, Otto Hasse.

Carl Antholz, Inc. Complete line of lizards, snakes, alligators and all other reptilian leathers in leading colors.

In attendance: Carl Antholz, John Connolly, Robert P. Eberlein, Kurt Bier, Don Stephens.

Armour Leather Co. Maison kips, Cossack kips, Ivory kips, Bokide kips, Skeet kips and Shebeau suede splits in current staple colors; oze splits; crystal kip.

In attendance: John Daley, Alan Childe, Paul Deninger, John Hungler, Frank Lemp, John Wieman.

Peter Baran & Sons, Inc. Genuine alligator leather in the latest fall shades.

In attendance: V. P. Baran, M. L. Baran, V. E. Krossa, S. S. Cohen,

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In attendance: Ralph Rosenberg, Fred Blumenthal, Matt C. Campbell, Neal Steinkemeyer, Robert O. Bardon, Sydney Steen, Sam Denker.

J. S. Barnet & Sons, Inc. Thorobred, Barlite, Breton, Belmont, Barbuk, Glowella, Glowette Calf; Thorobred, Breton, Vinette Demi-Veals; and Barnet Suede.

In attendance: Carl J. Barnet, Howard J. Barnet, Jr., Carl J. Barnet, Jr., James R. Barnet, Robert P. Eberlein, John G. Freeman.

Barrett & Co., Inc. Lined and unlined weights in Lasticalf and Llama Calf; Hyland grain calf, Scotch grain calf, Galloway, Angus, Londonderry.

In attendance: Fred A. Lyons, George J. Gutjahr, Irwin C. Wehmeyer, I. E. Vitkin, George E. Poh and Hunter L. Barrett.

Beadenkopf Leather Co. Smooth slipper kid in army russet brown, burgundy, blue and red; smooth small glazed kid in black, admiral blue and town brown; suede kid in black and admiral blue; kid linings in Miami, gray and waterlily; goatskin garment in chestnut brown.

In attendance: H. K. Duggdale, J. B. S. Holmes, Arthur T. Devlin, Timothy A. Devlin, Walter N. Schafstall, J. C. Stroope, Edward A. Vollbrecht, Jr.

Beggs & Cobb, Inc. Side upper leathers: SnoBuck, Komfi Kip, Playtop, Winchester, Wedgemere, Burlee, dress smooth. Splits: Suedes, ooze linings, slippers, Workshu, finished linings, No-Slips, Dresshu, gussets. Women's colors: Cognac brown, Manoa brown, walnut brown, cherry red, Basque red, green pepper, admiral blue, russet glow. Men's colors: Bourbon, redwood brown, briar root, golden harvest, American burgundy.

In attendance: Harry Keller, George South, Charles Wood, Robert Stitt, Newell Ellis, G. B. Davy, Polly Drew, and representatives from Arthur S. Patton Leather Co., Wm. B. Heald & Co., Strauss-Doerner Leather Corp.

The Bernard Co., Inc. White elk kips and sides; black and colored smooth calf and kips (women's weights); Pearlac silk kid; calf and kip prints.

In attendance: Paul L. Bernard, Sr., Paul L. Bernard, Jr., John J. Gabriel.

Besse, Osborn & Odell, Inc. Sheep and lamb leathers for shoe, novelty, hat sweat, industrial and military uses, including Natural Calfine for shoe and cowboy boot linings; Chrome and Combination Tanned Lambskins; shoe lining leather in gray, beige, and pastel shades; hat sweat leather in brown and tan.

In attendance: Mildred F. Besse, Frank H. Reed, Henry F. Bufalino, George A. Treat, Norman Bankart, E. Samuelson, Martin Schoenberg, Harold Wilder, Russ White, J. D. Bartley, John G. Mahler, Joseph B. Ayler, John E. Doyle.

N. Brezner & Co., Inc. Elk and smooth kips, extremes, sides in all weights in black, white, Manoa brown, cognac brown, turftan, admiral blue, navy blue, parkway green, green pepper, cherry red, claret, Basque red, golden wheat, ginger-spice, army russet, redwood brown, oxblood, cherrystone, British tan, American Burgundy; Alligator em-



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bossed grains in blacks and colors; ooze lining splits in gray and waterlily; finished grain lining splits; finished splits for work shoes in black, army russet, town brown; also smooth white splits; natural sole splits, flexible innersole splits.

In attendance: Nathan Brezner, Melvin Snider, Jack Abrams, Jack Schweitzer, Robert Shuman, Maurice Fox, Lew Ellis, Walter Cory.

Burk Bros. Elk in blue, burgundy, green, army russet, brown, cognac brown, Manhattan brown, red, white, black. Oxalene in bur-

gundy, reddish brown, brown, dark brown, smoke. Black glazed kid and black waterproof lining kid; burgundy slipper kid and brown slipper kid.

In attendance: H. B. FitzPatrick, B. C. Carroll, Walter E. Hardtke, William Wesseling, William Davidson, William Grafe, Donald Sleeth, John T. Quinn, Max Kaufman, Charles Lieb, T. Oster, I. E. Vitkin, R. J. Rice, E. H. Griffith, Sr., E. H. Griffith, Jr., J. J. Connor, H. L. Steskell.

Carr Leather Co. Women's colors: Suede leathers in parkway green, maple, admiral blue, Manoa brown, green pepper, flagship blue, spicetang, French mocha, mariner grey; smooth leathers in walnut brown, admiral blue, turftan, Manoa brown, Basque red, green pepper, parkway green. Men's colors: Brushed leathers in admiral blue, slate grey, prairie brown.

In attendance: Felix Carr, Arthur Carr, James Burns, Leo Hamel, Emmett Keenan.

Colonial Tanning Co., Inc.

Patent leather in gingerspice, Manoa brown, walnut brown, russet glow, flagship blue, cognac brown, turftan, admiral blue, parkway green, green pepper, cherry red, claret, Basque red, golden wheat, gunmetal, maple, Miami blue, liberty red, black, corsair red, coppertone, bronze, grenadier red, amethyst, garnet, amber, topaz, lustre green, emerald, tourmaline.

Velka (elk) side leather in white, smoke, golden wheat, gingerspice, russet glow, claret, admiral blue, Basque red, cherry red, plum red, green pepper, parkway green, turftan, cinnabar, army russet, Manoa brown, black.

Colotan (smooth sides) in Manoa brown, walnut brown, russet glow, flagship blue, sailor blue, parkway green, green pepper, red, claret, Basque red, golden wheat, gingerspice, Malaga brown, turftan, cognac brown, black, cherry red, admiral blue.

Suede splits in black, cafe brown, navy blue, pearl grey, misty grey, turf green, parkway green. Finished splits in Basque red, cherry red, admiral blue, claret red, golden wheat, gingerspice, army russet, pepper green. Natural sole and finished insole splits. Fynap (ooze) lining splits in grey waterlily, beige. Gussel splits in black, army russet, natural. Duradoe (slipper splits) in reindeer, red, green, fawn, brown, blue, army russet, black. Alligator print splits in brown, red, green.

Silka suede calf: Featuring the entire list of adopted colors for the men's and women's trade as approved by the Tanners' Council.

In attendance: Herbert Rote, Joseph Kaplan, Archie Kaplan, Kivie Kaplan, John Mercon, Carl Ganter, George Silva, Joseph Doherty, Samuel Rubin, Edward Goldfarb, Paul Gonnevile, William Bond, Harry Goldberg, Samuel Davis, Harry Sleeper, Alden Sleeper, Charlie Wiseberg, Abe Cohen; Jim Leach, Charlie Heckel; Joseph Hess, Raoul Leul-

NICK BEUCHER, Jr., Pres.
JOHN LINDQUIST, V. Pres.

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lier; Walter Cost; Irving J. Fife, Phil Fife, Martin Fife, Aaron Zuckerman, Marvin German; Ervin C. Manske, Sr., Ervin C. Manske, Jr., James Butler; Nat Newmark, Bill Newmark; Mike Stiles, Peter Stiles, Robert L. Stiles.

Cortez Trading Corp. Chameleons and alligator lizards, whipsnakes, alligator skins in sport rust, kelly green, red, navy blue, black, turftan.

In attendance: Henry Klapisch, David Klapisch, S. Schwarz, E. Hollander.

Crestbrand Leather Co. Brushed leathers: Men's weights in prairie brown, admiral blue, slate grey; women's weights in Manoa brown, flagship blue, mariner grey, green pepper, parkway green. Embossed alligator and lizard grains in men's and women's colors. Finished shoe splits in all colors; ooze lining splits; finished lining splits.

In attendance: Thomas W. Cosgrove, Richard W. Brian, Philip F. Brian, L. Chase Kepner, Walter E. Hartke, Walter J. Meyer; representatives of S. Farkash, Inc., and Allen Leather Co.

Donnell & Mudge, Inc. Reverse sheep and lamb leather for shoe linings, cape leathers in white and colors, Mirakrome lamb shoe linings, Mary's Lambskins for shoe linings, smooth and embossed sheep and lamb for the leather goods trade, aniline saddle lambs.

In attendance: H. P. Mudge, J. C. Romeos, C. R. Galt, R. A. Riesenberger, J. W. Kemp, F. A. McDonald, W. Pearce Titter, Jr., Povl Wedelsoff.

F. C. Donovan, Inc. Domoc sides for men's, women's, children's shoes; Navonod and Dov linings for high-grade men's shoes; Doval for upper leather and linings; Kashmir Domoc; SofShoe Domoc; golden wheat and gingerspice will again be prominently featured.

In attendance: J. F. Donovan, C. T. Donovan, F. C. Donovan, Jr., C. R. Cavanagh, W. L. Mosbacher, J. J. Higgins, R. O. Schultz, John G. Maher, H. B. Avery, H. B. Avery, Jr., Russ White, I. C. Wehmeyer.

Dreher Leather Mfg. Corp. Genuine alligators, South African ostrich, pine seal, and pigskins; lizards and snakes; lacing goatskins, gold and silver kid and skivers, Moreccos.

In attendance: A. Dreher, F. Gold-

man, R. Greenberg, K. E. Jesselson, K. Fox, H. Avery.

Dungan, Hood & Co., Inc. Black glazed kid and black suede kid.

In attendance: K. F. A. Hill, Jas. F. Penrose, Wm. H. Edmunds, Jr.; Fred A. McKennon, John Hennessey; E. Stuart Draper; Walter D. Cost; Chester G. Allen; Horace H. Beaven; Robert C. Bedford; C. Rod Kilham.

Eagle-Flagg Tanning Corp. Smooth upper leather, sides and extremes. Scotch-grain sides and extremes, full grain and corrected. Upper leather splits.

In attendance: Richard B. Flagg, Lothar Adler, Fred Adler, Kenneth S. Flagg, Walter Kramer, John F. Thomas, George J. Eberle, Fred C. Atkinson.

Eagle-Ottawa Leather Co. Sports in new redwood brown, American burgundy, cherrystone bourbon. Merican Grains in briar root, tarter tan, burgundy, black; in Spey Royal Scotch, Edinburgh, and Skandia Grains. Tuftone in black and two shades of brown in Sea Shark and Peacock Grains. Elk in black, white, cherry, bourbon, cognac, claret. Haven in cherrystone, American bur-

(Continued on Page 124)

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MERCERSBURG TANNERY DIVISION

Allied Products Show To Clarify

SHOE SUPPLIES OUTLOOK

Problem of supplies and services expected to be no obstacle

THE problem of availability of supplies and services to shoe manufacturers is now as important as government controls and regulations affecting prices. In recent weeks major emphasis has been given to hides and skins and leather—to regulations applying to prices, allocations and transaction stipulations. Now that these have crystallized into more concrete form, attention turns to the wide variety of supplies essential to the production of shoes.

For this reason, a more-than-usual amount of interest is expected to be focused on the Semi-Annual Allied Shoe Products Show, scheduled for March 4-7 at the Hotel Belmont-Plaza, New York. The wide variety of firms with products and services on exhibit are expected to have most of the answers on supply outlook questions.

Supply Problem

Supplies for fall shoe output are not expected to be short enough to hamper production seriously. But a real problem will confront the industry for spring, 1952, production, when a full flow of basic materials and products will be streaming into military items.

Metals, of course, are now high on the military priority list. This in turn will affect a variety of shoe products—buckles, cutting dies, steel shanks, eyelets, tacks and nails, machinery parts, etc. However, no serious bottlenecks will result, at least over the next year or so. Supplies will be available in one form or another, and in sufficient amounts. For example, metal toe boxes may well be given a "priority" rating as

military and civilian needs. Second, an essential item—a safety factor in work or industrial footwear, which in turn is important to the defense effort. Metal eyelets may be replaced by plastic products which could serve as well. Some fibre and plastic shanks may replace metal types in some shoes. Use of metal shoe buckles may be restricted to functional uses, the non-functional or decorative buckle being temporarily side-tracked. Cutting dies and machinery parts may well go on an "essential" list.

In short, the elements of compromise, substitution and ingenuity will play an increasingly important role, measured against available metal supplies and the needs of the military. Virtually none of these suppliers sees, at this time, any serious scarcity of his products. Though the base material of the product may change (for instance, plastic eyelets replacing metal), the supply of the end product will be able to meet demand, while the product itself will serve its purposes adequately.

With the recently revised rubber order M-2, some shoe manufacturers expressed anxiety concerning supply of rubber soles and heels. The revised order is expected to eliminate the use of natural rubber in soles and heels, and reducing available supply of synthetic rubber. Restrictions apply also to styles, colors and types of these soles.

However, two encouraging factors tend to brighten this picture. Synthetic rubber output has been expanding rapidly, and by year's end, according to government estimates, will be more than sufficient for all by combining rubber with other ma-

terials to form a "rubber composition" product, rubber consumption in soles and heels may be reduced while yet retaining the essential "rubber" quality of the products.

Other rubberized shoe products are also involved. For instance, goring and elasticized materials. The sweeping popularity of men's goret-type shoes has enormously raised consumption of goring. Even women's and some juvenile types have shown an increased use of goring. And there is evidence of a rise in elasticized shoes for women. Thus the topic of goring supply holds central interest. While supplies have tightened, a level of genuine scarcity is not expected to be reached soon. Here again, it is expected that the rising production of synthetic rubber will increase supply at a faster rate than any declining supply of goring.

Fabrics Popular

Shoe fabrics are also receiving increasing attention. Such fabrics have, over the past two or three years, been riding a high crest of popularity. With military demands taking more of our available leather supplies, attention naturally turns even more intensely to shoe fabrics—not only for uppers but for linings, backing materials, etc.

Fortunately, wool-base fabrics are not of major importance in the shoe industry, otherwise the tight wool supply might well comprise a real problem. But most shoe fabrics have a cotton or rayon base. While supplies of both these base materials have tightened somewhat, there is still adequate supply to meet shoe needs

(Continued on Page 134)

THE ALLIED PRODUCTS SHOW



For FALL

The Allied trades group is "tooling up" not just for Fall, but also to meet the increased requirements of our national emergency program — for greater footwear production and continued quality standards. Advance planning will make the ALLIED SHOW a "must" for executives, buyers and stylists in the shoe industry.
Be sure to see . . .



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Exhibitors At The ALLIED SHOE PRODUCTS SHOW

Advance Silk Thread Corp.
New York, N. Y.

Room number: 1002

On display: Silk Thread.

Representatives: M. Lee, R. H. Byrnes and J. M. Phillips.

American Stay Co.
East Boston, Mass.

Room number: 1028

On display: Shoe Trimmings, Binding, Piping, Lacing, Braid for Sandals.
New products: Straw 3-strand Braid for Sandals.

Representatives: Edward B. Luitwieler, Bert F. Glass.

Armstrong Cork Co.
Lancaster, Pa.

Room number: 904

On display: Cork Platform Materials, Cold Process Cork Bottom Filler.

Representatives: C. T. Potts, D. A. Comes, H. D. Capitt, P. H. Fiebiger, F. R. Tremor, H. R. Ensor, D. P. Paiste, J. P. Schnitzer.

George J. Atchue
Wespath, L. I., N. Y.

Room number: 1023

On display: Union Bay State Chemical Co.'s sole attaching adhesives plus their complete line. Lowell Counter Co.'s moulded quarters for conventional and Calif. process shoes. Bay State Shoe Co.'s innersole and platform materials.

Bay State Fabrics, Inc.
Boston, Mass.

Room number: 1022

On display: Bayzon, Baycosuede, Butcher Boy and Playtime Linens, Silhouette, Rayon Mesh, Rayon Shan-Tan, Swiss Milan Straw Strips, Yankee and Honeycomb Straw, Houndstooth Checks, Durakork Platform Material, Failes, Quarter Linings, Nonslips, Metalweave, Metallic Faile, Printed Suede Fabrics in Novelty Prints, Ballet Satins.

New products: Swiss Milan Straw Braid in Three and Five Strand Widths in a Variety of Color Combinations; Featherlite foam Rubber in Popular Thicknesses. Representatives: Peter Kranz, Burt Sanders, Frank Mersky, Robert Sanders.

Bay State Shoe Supply, Inc.
Lynn, Mass.

Room number: 1023

See George J. Atchue.

Ben-Berk Fashion Creators
New York, N. Y.

Room number: 1012-14

On display: Shoe pullover models.

Representatives: Harry Berk.

Bowcraft Co., Inc.
New York, N. Y.

Room number: 912-914

On display: Bows, also braids including plastic; and buttons—novelty, metal, ocean pearl, and baked enamel finished.

Bristol Fabrics, Inc.
Boston, Mass.

Room number: 1017-18

On display: B. F. Goodrich "Maxecon" soling, Melts-line quarter and vamp lining, Bristex electro-static suede, Linens Failles, Everglades cloth.

New products: Mello-Foam.

Representatives: M. P. Lash, F. W. Webber, Arthur Salzer, Alfred Halpern.

Jean Brock Shoe Styles
New York, N. Y.

Room number: 1038

On display: Shoe Styles.

A. S. Burg Co., Inc.
Boston, Mass.

Room number: 1531-35

On display: Fabrics for Spring Shoes. Also new Honan type Shantungs in plain colors and print.

The Canada Last Co., Ltd.
Preston, Ont., Canada

Room number: 1435

On display: Lasts.

Churchill Mfg. Co.
Boston, Mass.

Room number: 1122

On display: Shoe Bindings.

Clemtex Mfg. Co., Inc.
Boston, Mass.

Room number: 920

On display: Faile Linings, Backing Cloths, Rayon Fabrics, Cotton Fabrics, Linens, Imported Domestic Bindings (Trademarked-Slidease) Sueded Quartering, Suediness.

New products: Petit Point Satin—for Slippers.

Representatives: Milton Fine, Elliot Seidel, Tom Carfagno, Seaman Steen, Morris Cohen.

Columbia Combining Co.
Brooklyn, N. Y.

Room number: 1112

On display: Backing Cloth; plumbers, etc.

Compo Shoe Manufacturing Corp.
Boston, Mass.

Room number:

On display: Shoe Machinery.

Consolidated Rubber & Plastics Co., Inc.
East Boston, Mass.

Room number: 1129

On display: Cork Platform materials, Composition Soling.

Representatives: Leo Bakalalar, Leo Translateur, Morris Shaffer, Ray Crawford.

Cooney-Weiss Fabric Corp.
Boston, Mass.

Room number: 1140

On display: Kaf-Teen-Imitation leather for

heel covers and wrappers. Pyroxylon coated Seamless innersole binding material, Tolex vinyl coated fabric for uppers. Pedi-Lite vinyl coated fabric for uppers. Quarterlings, both pyroxylon and sueded. Staz-on—A sueded fabric for uppers.

New products: Tolex—A vinyl coated fabric that has proven itself in the manufacture of shoes and its wearability, available in cell or side leather grain and elk grain.

Representatives: John J. Cooney, Mortimer Weiss, Louis Goldberg, Abe Gosman, Thomas C. Newman, Jr., Arnold E. Cope, Larry Leinwand.

Davidson Rubber Co.
Charlestown, Mass.

Room number: 1024

On display: Cush-N-Fit Sponge Rubber Pads and Sheets.

Representative: R. M. Little

Davis Box Toe Co., Inc.
New York, N. Y.

Room number: 923

On display: Platforms, box toes, and shank braces.

Representative: M. K. Musnick

Domestic Novelty Co.
Newark, N. J.

Room numbers: 1006 and 1020

On display: Shoe buckles for all types of shoes.

Representatives: R. H. Stoeckel, Mrs. H. Abrams, R. F. Walter, Miss E. J. Kent.

Dressage & Co., Inc.
New York, N. Y.

Room number: 845-6

Duroflex Corp. of America

New York, N. Y.

Room number: 1056

J. Einstein, Inc.
New York, N. Y.

Room number: 1033-34

On display: Shoe upper fabrics. Specializing in new Nylon weaves.

Representatives: Messers. Barnard, Schafstall, Vitken, Devine and George Einstein

Eifskin Corp.
Worcester, Mass.

Room number: 1040

On display: Quartering—Artificial Leather.

Representatives: Melvin Sawyer, Harold Levine.

Bea Evan Shoe Styles
New York, N. Y.

Room number: 929

On display: An unusually outstanding fall line including low heel and high type styles.

New Products: A new idea in shoe trimming.

Representative: Bea Evan.

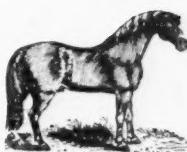
(Continued on Page 137)

Continuous

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NEWS X-RAY

OPS officials, now busy writing up new "tailor-made" pricing regulation for domestic hides and skins, have not even begun one for either leather or shoes. This is inside story of what's happening inside OPS. Despite flood of calls and wires from tanners and shoe manufacturers, agency has done little or no work on new price regulations for either leather or shoes.

Hides and skins and leather price indexes one of only two commodity groups to show price declines since inauguration of Government price freeze on Jan. 26. Other group is vegetable oils. All other large groups have advanced or held steady.

Proof contained in weekly price index compiled by McGill Commodity Service, Inc., which shows little if any halt in rise of commodity prices since freeze. Price index fixed at 189.6 on Jan. 26, jumped to 193.8 in first week after OPS edict, 194.8 on Feb. 9 and new peak of 196.5 on Feb. 16.

Of 14 separate commodity classifications, nine showed advances after freeze, three held steady, and only hides, skins and leather and vegetable oils weakened. Hides and leather forced back by price rollback on hides, while vegetable oils dropped after declines in corn, cottonseed and soybean oils.

Continued rise in price index good sign that present controls have only slowed, certainly not halted or even contained inflation. ESA now admittedly committed to wage hikes up another 10%, price increases up 8%—all of which means further drop in dollar's value. ESA Director Eric Johnston, beset on all sides, now preparing proposal for Congress to "equalize and stabilize" farm and consumer prices, stricter credit controls, balanced budget, stepped-up production—all in all, a completely regulated economy.

Evidence piling up that further rollbacks, if any, will be slight. This means commodities, including hides and skins and leather, will continue to bring present highly-inflated prices. As long as war scare, shortages, and mobilization program continue, there will be little chance of packers, tanners, dealers, shoe manufacturers and retailers getting caught with heavy, high-priced inventories. But what would happen if buying public should suddenly decide war is not imminent?

This is danger that most manufacturers haven't yet considered. Retailers, closer to consumer, are keeping it in mind. If consumers run into "peace scare," buying could slack off at rapid pace. Even continued defense program wouldn't prevent industry, now paying 60% more for hides and skins, 33% more for livestock, about 40% more for leather than 12 months ago, from finding themselves top-heavy with high-priced materials nobody will buy.

• • •
Manufacturers' sales of leather and leather products hit record high of \$3,606,000,000 in 1950. This compares with value of \$1,318,000,000 in 1939, \$3,385,000,000 in 1948, and \$3,142,000,000 in 1949. Subtracting some \$85-90 billion in value for leather goods sales, this means hide and skin, leather and shoe industry is now rated as \$3.5 billion industry.

• • •
Growing feeling in hide and skin and tanning industry that Government must soon step in, subsidize buying of high-priced foreign hides and skins, or set up some buying program for dealers and tanners. This has become especially evident since price freeze, hide sales curbs. At prevailing prices, tanners cannot afford to buy foreign hides, sell them at present leather ceilings.

Latest IAPI lists place Argentine hides at prohibitive levels. Frigorifico standard steers, for example, bring 50c per pound at auctions as compared to ceiling here of 33c for comparable heavy native steers. U. S. tanners would be forced to pay close to 55c by time hide arrived in U. S. Heavy demand for Argentine hides by Europe, Japan, etc., will continue to hold prices at fantastic levels. Only solution, say tanners, is Government buying pool, allocations of foreign hides at prices tanners can afford. Alternative is 25% cutback of production at time tanneries should be in full operation.

Civilian supplies will suffer most if flow of foreign hides and skins drops radically. Net hide imports in 1950 totaled over 2,900,000 hides, some 15% of 20,000,000 hides produced domestically. Despite this, growing demand from military and civilian sources kept hide supply tight. Take away foreign skins, let U. S. return to net hide export basis as in 1949, and military orders for 20-25 million pairs of shoes predicted for year (equal in leather to more than twice that number of civilian shoes) will seriously hit civilian leather supplies, possibly lead to shoe rationing.

OPS STALLS ON NEW HIDE CEILINGS

AGENCY FAVORS BASE WEIGHT FORMULA

Pricing Attorneys Working On New Order

Issuance of the long-promised dollars and cents pricing regulation on domestic hides and skins drew one halting step nearer this past week after a red-hot two-day meeting in Washington between industry and Government representatives.

Prominent packers, hide dealers, brokers and tanners convened Dec. 19-20 to discuss a new hide and skin pricing schedule aimed at replacing the freeze order of Jan. 25, which rolled back domestic cattle hide, calf and kip skin prices to highest Nov. levels. Presiding over the meeting was Dickson S. Stauffer, acting head of the Leather, Furs and Fibres Branch of OPS.

Although no official release was forthcoming, OPS officials still appeared to favor the use of a base weight formula, allowing upward and downward revisions on lighter and heavier hides respectively. Industry sources felt the base weight on hides would be set at 45 pounds while calfskins would be at 15 pounds and kips at 15-30 pounds.

OPS officials still gave no hint on how soon the new pricing order would be issued. They admitted that the industry would remain almost completely stalled until the order was forthcoming, followed by an allocations order, but did not appear in too much of a hurry.

Next step following the informal two-day meeting was for OPS pricing attorneys to study facts brought out at the meeting, then write out the order. The meeting brought out many lively comments by industry representatives, but it remains to be seen to what extent these succeeded in influencing predetermined OPS pricing plans.

After the regulation is written, it will be forwarded to Harold Leventhal, general price counsel of ESA, who will turn it over to Director Michael V. DiSalle. Since the regulation is regarded of great national importance, DiSalle will probably discuss it with Eric Johnston and Charles E. Wilson.

All in all, days and perhaps an-

other week or two will pass before the order is officially released. Initial meeting reports had it that a full rough draft of a possible regulation was read at the meeting but the presiding officer insisted to L&S' Washington representative that John H. Patterson had merely read a few paragraphs of some suggested phases of the order. At press time, the situation remained undefined, a technical problem awaiting OPS lawyers to put it into legal form.

Among dealers present were: Mortimer Kahn, St. Sternberg & Co., Inc., Asheville, N. C.; Charles Zitnick, H. Elkan & Co., Chicago; A. B. Reed, A. B. Reed Hide & Wool Co., Joplin, Mo.; Leslie M. Lyon, of M. Lyon & Co., Kansas City, Mo.; Tom Miller, of Austin, Texas; E. L. McKendrew, of Armand Schmoll, Inc., New York City; Harry Sutton, of Sands and Leckie Co., Boston; and Walter Butler, of Darling & Co., Chicago.

Packers attending included: G. D. Fitch, of Wilson & Co., Chicago; N. E. Nelson of Armour & Co., Chicago; H. W. Jameson of Davis Packing Co., Cleveland, O.; John Heintz, of Heintz Riverside Abattoir, Baltimore, Md.; and Tom Carstens, of Carstens Packing Co., Tacoma, Wash.

Brokers present included: George Elliott, of G. H. Elliott Co., Chicago; Carl Weeks, of Benj. Wishner & Co., Milwaukee; Merle H. Delph, of M. A. Delph Co., Indianapolis; Milton Katzenberg, of Jacob Stern & Sons, N. Y. C.; Paul Simons of Simons Hide & Skin Co., Boston; J. C. Hodges of J. C. Hodges Co., Boston; L. Levitan of Levitan Hide and Skins Co., San Francisco; and Paul Bissinger of Bissinger Co., San Francisco.

Tanners present were: Dan Gutmann of Gutmann & Co., Chicago; R. W. Richards, of International Shoe Co., St. Louis; E. G. Smith of Albert Trostel & Sons, Milwaukee; C. F. Van Pelt of Fred Rueping Leather Co., Fond Du Lac, Wis.; J. F. Neiley of Endicott-Johnson Corp., Endicott, N. Y.; Donald McCree, Lackawana Leather Co., Hackettstown, N. J.; H. N. Goodspeed, A. C. Lawrence Leather Co., Boston; Joseph Kaplan, Colonial Tanning Co., Boston; Milton Hubschman of E. Hubschman Sons, Inc., Newark, N. J., and Edwin A. Gallun, A. F. Gallun & Sons Corp.

SET FIRST QUARTER HIDE EXPORT QUOTAS

End-Product Uses Must Be Described

Export quotas of 86,000 wet and dry calf and kip skins and 100,000 wet cattle hides have been announced for the first quarter 1951 by the Office of International Trade, Department of Commerce.

The OIT ruled that applicants for export licenses must furnish a detailed description of specific uses to which leather made from their hide and skin exports will be put in the country of destination. This is to help limit U. S. exports of hides and skins to essential foreign requirements. Information must be sent to OIT by March 5.

The cattle hide quota does not include wet cattle hides of foreign origin moving under ECA authorizations or exports of domestic dry cattle hides, also free from quantitative limitations.

OIT officials reported that both calf and kip skin and cattle hide quotas are already heavily oversubscribed. Most pending applications for licenses now cover Japanese orders, they said.

NPA RELAXES DEERSKIN CURBS

The National Production Authority this week relaxes its order restricting use of all high-grade deerskins to military glove usage by opening up the processing of individually-owned deerskins into items for personal use or gifts.

Prior to this week's amendment, NPA's deerskin conservation order (M-29) required that all quality deerskins be processed to meet military glove specifications in order to insure sufficient supplies for the military. The order also applied to horse-hide fronts which still remain almost totally restricted for civilian use, except where unsuitable for military glove purposes.

Farmer, sportsmen, and others may now have deerskins processed into items for personal use or for gifts, according to NPA.

OPS PLANNING HIDE IMPORT CONTROLS

Tanners Ask Agency Take Over Imports

Government officials are presently working on a plan to freeze profit margins on imported hides and skins, allowing importers to add a set margin over costs in re-selling foreign hides and skins.

This was told members of the new Leather Industry Advisory Committee which met with OPS officials in Washington late last week. The margin freeze would do away with any specified dollars and cents ceilings on hides and skins from foreign countries.

Tanners were advised of the new OPS plans after they had urged the agency to take over purchase and resale of imported hides and skins in order to help stabilize rawstock and leather prices. The new OPS advisory committee declared that tanners could not afford to pay present market prices set on foreign hides and skins and sell leather at prevailing U. S. ceilings.

Allocations System

Purchase and resale of foreign raw-stock by the Government would almost necessarily entail a federal subsidy by which the Government would buy hides and skins overseas at one price and resell them to U. S. tanners at a lower price. This would also be accompanied by a system of allocations to each tanner.

OPS officials said that the program was under consideration but could not possibly be put into effect in time to prevent hardships to the trade. Thus, OPS officials are working on the margin freeze order as a temporary expedient until the Government can set up a new system to cover hide and skin imports.

OPS officials at the meeting included Dickson Stauffer, J. A. Moran, J. Andrew Millican, Harold Cohen, Nathaniel E. Kossack, Lawrence L. Jones, Hugo Bauch, George Dempsey, Daniel W. Keeler and Leonard Kuvin. Charles B. Floyd of NPA and Frank H. Miller of ESA were also present.

Committee members at the meeting included Carl Lichtman, J. Lichtman Sons; David Laub, George Laub's Sons; J. C. Kaltenbacher, Seton Leather Co.; John Filoon, V. & F. W. Filoon Co.; Stephen Palmer, A. C. Lawrence Leather Co.; Arthur E. Gebhardt, A. L. Gebhardt Co.; M. P. Pearson, Armour Leather Co.; M. I.

McGrath, Dudley Leather Co.; E. G. Smith, Albert Trostel & Sons; Clayton Van Pelt, Fred Rueping Leather Co.; F. H. Becker, The Ohio Leather Co.; G. B. Davy, Beggs & Cobb; Laird H. Simons, Jr., William Amer Co.; R. E. Binger, Allied Kid Co.; Carl F. Danner, American Hide & Leather Co.; Donald McCree, Lackawanna Leather Co.; Harold Edelstein, Manasse-Block Tanning Co.

Japan Active In Argentine Hide Market

The Japanese Government has become extremely active in the Argentine hide market within the past few weeks, according to L&S's correspondent in Buenos Aires. Japan recently purchased close to \$500,000 worth of Argentine ox-hides at prices far above U. S. hide ceilings—and paid for them in U. S. dollars.

Trade circles report Japan is interested in purchasing approximately \$1 million worth of Argentine hides, with payment to be made in badly-wanted U. S. dollars.

On Jan. 16, IAPI lifted a ban of hide export sales for the second time within a week and raised its prices for the second time that week. Few sales were reported at these levels. News of the hide price rollback in the U. S. served to weaken the Argentine market for a few days only.

Latest reported IAPI hide prices were listed as follows: Frigorifico standard—heavy steers, firsts, \$.5271, rejects, \$.5108; light steers, firsts, \$.5516, rejects, \$.5271; extremes, firsts, \$.6595, rejects, \$.6133. Matadero and Frigorifico Nacional (formerly Frigorifico Municipal) — extremes, 16/18 ks., \$.5933; extremes, 14/16 ks., \$.635; extremes, 12/14 ks., \$.7276.

All prices are FOB Buenos Aires, payment in clearing dollars with only 10 percent discount against a former discount of 12 percent.

Sale of all other Frigorifico hides has been temporarily suspended and no quotations are available.

Hide Association May Go To Washington

The board of directors of the National Hide Association in Chicago has authorized John K. Minnoch, NHA executive director, to move Association offices to Washington temporarily whenever he deems such action advisable. Minnoch said the move was under consideration due to industry preoccupation with Government controls, regulations and other activities affecting hide and skin men.

RED CHINA SEEKS QUEBRACHO EXTRACT

Nearly 20,000 Tons Bought Since August

Communist China has launched an unprecedented drive to purchase available supplies of quebracho extract—vital tanning material—on the Argentine market. In the more than five months beginning last Aug. 26 some 20,000 tons of soluble quebracho extract have been shipped from Argentina to Hong Kong.

The sudden demand for quebracho by Red China appears to have been halted temporarily by refusal of Argentine producers to sell them more supplies. Hong Kong sources have continued to offer all sorts of inducements, including bonuses of from \$15 to \$50 per ton of extract.

Trade sources were at a loss to explain the sudden interest of China in quebracho. One report has Mao Tse-tung equipping the Red Chinese army in leather soles for the first time in its history. Another says Mao is stockpiling the extract while still another (perhaps the most credible) says the tanning material is being forwarded to Soviet Russia.

Whatever the reason, Red China has stepped up its demand for quebracho from less than 3000 tons per year to more than 50,000 tons—almost half the amount imported by U. S. tanners annually. At the current Argentine market price of \$190 per ton FOB Buenos Aires, Chinese purchases of 20,000 tons brought in almost \$4 million in American dollars.

Until Aug., all Chinese payments for quebracho were in sterling. Recent payments have been through dollar credits in the U. S. Dealers in Argentina stopped shipments to Hong Kong when they became convinced they were meant for Red China.

Although U. S. authorities have taken no direct action against such sales, they have expressed "disapproval" to Argentine exporters. Washington sources indicate the question will be taken up further when Western Hemisphere foreign ministers meet in Washington on March 26. Idea is to cut off further shipments of critical Latin-American raw materials to Russia and satellites.

State Department officials report that Argentine quebracho was shipped to Bulgaria, Czechoslovakia, Poland, Hungary and Rumania during 1950—but in a combined quantity far below that shipped to Hong Kong late last year.

OPS EYES PICKLED SHEEPSKINS CONTROLS

Task Force Works On Price Schedules

U. S. sheepskin tanners, practically excluded from foreign rawstock markets since the price freeze, received some encouragement this week. The Office of Price Stabilization announced it had appointed an industry task force to work out pricing schedules, possibly of the dollars and cents variety, on both foreign and domestic pickled sheepskins.

Since the freeze of Jan. 26, do-

mestic sheep leather tanners have been unable to afford foreign rawstock. Sheep leather price ceilings reached in the base period Dec. 19 to Jan. 25 are considered well below levels required by rawstock replacement costs.

At a meeting with industry representatives on Feb. 20, OPS officials brought up the question of setting dollars and cents ceilings on all major types of pickled sheepskins, both domestic and foreign.

An official press release issued after the meeting reported industry members were "in general agreement that central government purchasing of foreign hides, with domestic allo-

cations to insure the historical distribution among users in this country, was necessary. With leather prices under controls in this country . . . buyers could not afford the current prices on foreign hides."

Lawrence L. Jones of the OPS hide section stressed the fact that leather prices, frozen on Jan. 25, "had advanced relatively less as compared with rawskin prices during the period of Nov. through Jan. 25 and therefore did not reflect increases which had taken place in raw hide prices."

OPS did not release information whether the Government would subsidize foreign sheepskins, purchasing them at world market prices and then re-selling them at lower levels to U. S. tanners.

Roger B. Conant, Jr., of Winslow Bros. & Smith Co., Norwood, Mass., was named chairman of the task group. Others on his committee are: Carl M. Hibbard of C. M. Hibbard & Sons; Leon J. Roversi, of Tupman Thurlow Co., Inc.; William H. Gallagher of Paul Gallagher & Co., Inc.; Archibald L. Trull of A. C. Lawrence Leather Co.; and Russell Dorrance of Swift & Co., who although not a member of the industry group at the meeting, was invited to serve on the task committee.

The meeting was presided over by Dickson Stauffer, acting head of the Leather, Furs and Fibres Branch of the Consumer Soft Goods Section.

Others in attendance at the meeting were: John F. Horstmann of I. J. Horstmann & Sons; Michael F. Flynn of John Flynn & Sons, Inc.; H. T. Johnson, International Packers Commercial Co., Inc.; H. F. Haysus of Wilson & Co.; George Nubling, of Jones and Naudin Co.; H. F. Glaeser of M. E. Clarendon & Sons. Col. Charles B. Floyd represented the National Production Authority, as an observer.

E. E. Rand Heads Bill At Shoe Meeting

Edgar E. Rand, president of International Shoe Co., world's largest shoe manufacturer, will be headline speaker at the semi-annual membership breakfast-meeting of the National Shoe Manufacturers Association to be held March 6 at the Waldorf-Astoria, New York City.

Other speakers at the meeting which precedes the opening of the Tanners' Council Leather Show include Edward L. Drew, Tanners' Council, and John H. Patterson, economist of the Manufacturers Association. Patterson is now serving as a Consultant on hides and skins with the OPS.



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CENSUS BUREAU SETS 1950 SHOE OUTPUT AT 491 MILLION

Production of footwear in the U. S. for the 12 months of 1950 reached a total of 491 million pairs, approximately two million more than recent trade estimates, according to preliminary figures released this week by the Census Bureau.

The Bureau set 1950 output at 490,915,000 pairs, an increase of 19 million pairs or four percent over 1949 figures.

Women's shoes totaled 218,113,000 pairs in 1950, some five percent greater than the 207,241,000 pairs produced in 1949. Men's shoes reached 102,079,000 pairs, four percent more than the 97,769,000 pairs turned out in 1949.

Decreases were reported in youths' and boys' shoes, totaling 16,518,000 pairs or two percent less than the 16,869,000 pairs produced in 1949; babies' shoes which fell one percent

from 1949; and slippers for housewear, off five percent from the previous year.

Misses' shoes were up six percent over 1949 while children's shoes rose eight percent; infants', four percent; athletic shoes, 13 percent, and other footwear, 21 percent.

Total footwear production for Dec. was set at 36 million pairs, six percent below the 38 million pairs produced in Nov., 1950, but one percent above the 35.5 million pairs turned out in Dec., 1949.

Following are comparative figures for the year:

1950 SHOE PRODUCTION ANALYZED

Kind of footwear	Production (thousands of pairs)				Percent of change December 1950 compared with—			Percent of change 1950 compared with 1949
	Dec. 1950	1950 (revised)	Dec. 1949	(prelim- inary)	Jan.- Dec. 1949	Nov. 1950	Deo. 1949	
SHOES AND SLIPPERS, TOTAL								
Shoes, sandals, and playshoes	35,962	38,326	35,593	490,915	473,005	— 6	+ 1	+ 4
Men's	32,640	32,285	31,147	432,280	412,615	+ 1	+ 5	+ 5
Youths' and boys'	8,220	8,623	8,076	102,079	97,769	— 5	+ 2	+ 4
Women's	11,195	11,317	11,289	16,518	16,869	— 9	— 7	— 2
Misses'	15,330	14,784	14,050	218,113	207,241	+ 4	+ 9	+ 5
Children's	2,537	2,395	2,271	31,057	29,228	+ 6	+ 12	+ 6
Infants'	2,324	2,206	2,267	27,890	25,717	+ 5	+ 3	+ 8
Babies'	2,020	1,941	2,086	23,533	22,552	+ 4	— 3	+ 4
Athletic	1,014	1,019	1,108	13,090	13,239	— 1	— 8	— 1
Slippers for housewear	273	316	232	3,615	3,193	— 14	+ 18	+ 13
Other footwear	2,866	3,362	3,998	51,597	54,376	— 47	— 28	— 5
	183	273	216	3,423	2,821	— 33	— 15	+ 21

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SHIFTS IN WHOLESALE PRICES

26
Basic Commodities
 Dec. 1949-June 1950
 June 1950-Dec. 1950

Graphic illustration of inflationary pressures exerted on wholesale prices of 26 selected groups of essential commodities is seen in this Department of Commerce chart showing percentage changes in wholesale prices from Dec., 1949 to June, 1950,

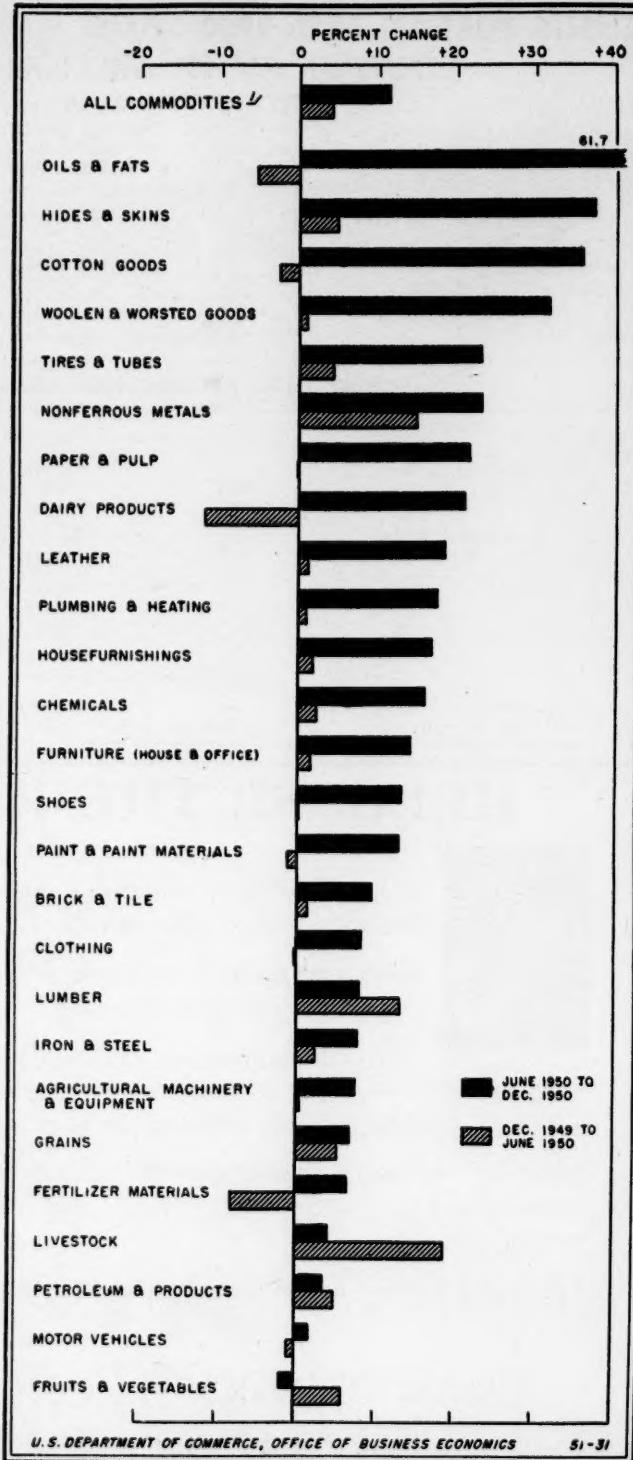
and June, 1950, to Dec., 1950. Hides and skins showed second largest increase in latter period, topped only by oils and fats. Curiously enough, livestock prices rose only about five percent in the period. Leather, ninth on the list, rose about 23 percent, while shoes, 14th on the list, were up 15 percent by last Dec.

Shaifer Re-Elected Head Of Hide Importers

Carl Shaifer has been re-elected president of the National Association of Importers and Exporters of Hides and Skins for 1951. Election was held at the Association's 33rd annual meeting held Feb. 13 at Miller's Restaurant, New York City.

Close to 70 members and guests were present at the dinner-meeting which was highlighted by a discussion of the difficulties encountered in operating under price and allocation controls. Guest speaker was Harry S. Radcliffe, executive vice president of the National Council of American Importers, who spoke on the problems of present-day importers.

Other officers elected were Charles McCarthy, 1st vice president; Herman J. Passavant, 2nd vice president; H. F. Glaeser, treasurer; and Henry Wirth, secretary.



U.S. DEPARTMENT OF COMMERCE, OFFICE OF BUSINESS ECONOMICS

51-51



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SET NEW CODE FOR OPEN TANKS

A new American Standard Safety Code, designed to protect workmen from escaping gas, vapor or mist involved in open-surface tank operations, has been announced by the American Standards Association.

The new code covers operations involving the immersion of materials in liquids and their subsequent removal. These include washing, pickling, quenching, dyeing, dipping, tanning, dressing, bleaching, degreasing, alkaline cleaning, stripping, rinsing, digesting and electroplating.

The standard classified open-surface tank operations into twelve classes depending upon the relative need for controlling the gas, vapor or mist from the tank. Tables are included to allow classification of any open-tank operation from a knowledge of the tank temperature; the boiling point, flash point and relative evaporation rate of the liquor in the tank; the maximum allowable concentration in the air of the vapor or mist produced; and the extent that the operation produces mist. Ventilation requirements vary with the need for control as indicated by the classification of the operation.

Standards Used

The standard stipulates for each "class" a minimum control velocity for enclosing hoods with one or two open sides; for canopy hoods with three or four open sides; and for lateral exhaust with no hood over the tank. The procedure is also outlined for computing the ventilation rate (in cubic feet of air per minute) required to maintain the necessary control velocity for each hood type and includes a number of examples of these computations.

Rules on personal protection are included as well as rules on operation; inspection; maintenance and installation; special precautions for cyanide; and vapor degreasing tanks. Provision is made to allow the use of both control means other than ventilation, and methods of ventilation involving supplied as well as exhausted air. When an operation has both a low hazard potential and a low rate of gas, vapor or mist evolution,

general room ventilation by either natural or mechanical means is considered safe and acceptable as the control means.

The appendix at the back of the code includes tables of the resistance to corrosion of materials used for both hoods, ducts and exhaust fans, as well as seven pages of typical exhaust hood designs.

GODMAN PROFITS DOWN

J. O. Moore, president of the H. C. Godman Co., Columbus, Ohio, shoe manufacturing concern, reports to stockholders that income of the firm and its subsidiaries during 1950 was \$158,706. This compared with \$192,173, in 1949. Both figures were reached after deduction of federal income taxes.

Earnings last year were 58 cents a share of common stock, as compared with 81 cents in 1949. Prior to federal income taxes, last year's earnings totaled \$285,306.

Decline in profits last year was attributed by Moore to the greatly increased corporation tax rate. He said that while factories and retail stores operated at a satisfactory rate of profit during the last half of 1950, it was not enough to overcome thin profit operations in the first half.

Moore said the company was operating 96 stores at the end of last year as compared with 97 at the close of 1949.

Popular Price Show Space Now Open

Shoe and allied products manufacturers who did not exhibit at the last Popular Price Shoe Show of America held last Nov. in New York have been given an opportunity to reserve display space at the next show. Application blanks were mailed by show officials on Feb. 24 and exhibit space will be assigned in order of receipt.

Previous exhibitors were given until Feb. 23 to reserve space for the forthcoming show to be held May 6-10 at the Hotels New Yorker and McAlpin in New York City. The semi-annual showing is sponsored jointly by the New England Shoe and Leather Association and the National Association of Shoe Chain Stores.

Dr. A. Orthmann To Address Wisconsin Tanners

Dr. August C. Orthmann, prominent leather chemist and president of Orthmann Laboratories, Inc., Chicago, will be featured speaker at the annual open meeting of the Tanners' Production Club of Wisconsin. The meeting will be held Friday, March 16, at the Plankinton House, Milwaukee.

Dr. Orthmann, a past president of the American Leather Chemists Association, will speak on "The Use of Paranitrophenol on the Tannery According to Government Specifications."

Latter part of the meeting will be devoted to a talk on the various aspects of merchandising, advertising and selling problems. Gene Flack, sales counsel and advertising director of Sunshine Biscuits, Inc., New York, will be the speaker.

Reservations may be obtained from Harold R. Miller, Jr., A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee 1, Wis.

Pratt Students In Visit To Martin Dennis

Members of the graduating class of the Pratt Institute School of Leather and Tanning Technology were guests recently at the Kearny, N. J., plant of the Martin Dennis Division, Diamond Alkali Co. where they studied methods used in the production of sodium bichromate. Students witnessed the various steps required to turn out thousands of pounds of sodium bichromate daily, from the grinding of chromite ore to the completed product.

At the company's Newark plant, students were given an opportunity to observe conversion of sodium bichromate made at the Kearny plant to chrome tanning material. The operation was carried out in a series of large vats under controlled conditions.

The inspection trip was part of Pratt Institute's program in enabling students to study manufacturing processes at their source. A. W. Goetz, director of the school, reports industry cooperation has been more than satisfactory.

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LEATHER WORKERS UP

The first available 1951 employment figures of the Labor Department show that the number of workers in the leather and leather products industries was 402,000 in Jan. 1951, a gain of 6,000 over Dec. 1950, and 14,000 over the total for Jan. 1949. The Jan. figures reverse a mild down turn that had occurred in Dec. 1950 when totals dropped off 2,000 from Nov. 1950.

As to actual production workers, the recent totals were: 360,000 in Nov. 1950, 358,000 in Dec. 1950, and 363,000 in Jan. 1951. The first month of the new year showed a gain of 5,000 production workers over the last month of 1950, and 15,000 over the figure for a year ago.

The industry was in a tie with chemicals and allied products, which also gained 5,000 production workers from Dec. to Jan. Apparel and other finished products gained 1,000 such workers in the month's time, but all other non-durable manufacturing industry groups showed losses. The national over-all loss was 54,000.

New Synthetic Rubber May Hike Output

A new method of combining the best features of "cold rubber" and German buna used during World War II may help increase effective output of U. S. synthetic rubber plants by at least 20-25 percent, according to P. W. Litchfield, chairman of Goodyear Tire & Rubber Co. The process was developed by the company's research laboratories.

Qualities of the material offer the greatest improvement over previous GR-S compounds, of any yet produced for use in tires. Litchfield added that success of the development may also save the Government considerable time and cost in making plans for further synthetic rubber production.

CATTLE DISEASE HIT

The new outbreak of hoof-and-mouth disease reported raging among cattle in Mexico may have been deliberately planted, according to charges made by Rep. A. P. Poage (D.—Texas). In a recent interview at Mexico City, Poage declared he had heard reports that individuals hired by the Mexican-U. S. Commission fighting the disease may have planted it to perpetuate their jobs.

The latest outbreak was reported on Dec. 27 in the state of Vera Cruz. Previously, the Commission had reported the disease was almost completely wiped out.

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P.S. We'll see you at the ALLIED SHOE PRODUCTS SHOW, Room 1123, Belmont Plaza, New York, March 4-7, 1951. Remember, you can't buy better than the best!

PRATT SCHEDULES NEW SUMMER SESSION

Pratt Institute School of Leather and Tanning Technology, Brooklyn, has announced a speed-up in its regular four semester course by inaugurating a summer session beginning in May, 1951.

The summer session will permit students to complete the full course in one and one-half years instead of the standard two years. Thereafter students will graduate in Feb. instead of the following June.

Purpose of the change is to reduce total time required by the school's program and make Pratt tanning graduates available to industry at a faster rate.

A. W. Goetz, director of the school, reports that July 25, 1951, is the last day on which veterans may register for the Pratt course under the GI Bill. Companies desiring to enroll a veteran must register him at Pratt or some preparatory school before July 25.

Army, Air Force Black Out Buying Data

This week Army and Air Force procurement officials drew the black-out curtain across military purchasing information, announced that details on footwear and other contracts awarded bidders would no longer be released to the public.

The blackout, which came as a surprise despite a gradual tightening of procurement information in the past few weeks, was announced by the Department of the Army acting on instructions from the Munitions Board.

In the future, the Air Force and Army will announce only the types of footwear awarded and firms receiving contracts. Quantities and prices on all contracts will be withheld.

The action has not yet been adopted by the Navy or Marine Corps, according to procurement individuals. However, Washington sources predicted that the latter services would soon fall in line since the policy originates from the Munitions Board.

Shoe manufacturers over the country were almost unanimous in attack-

ing the "security" blackout, claiming it simply made their contract bidding more difficult. All felt that the information would become available throughout the trade although it would take slightly longer to circulate.

Wild Plant Now Cultivated For Tannin

The U. S. tanning industry, faced with a progressively diminishing supply of quebracho extract, may find its salvation soon in the roots of a common wild growing plant of the southwest called the canaigre.

This is the conclusion reached by experts of the U. S. Bureau of Plant Industry who are presently studying the problem. The Bureau has launched a long-range research program aimed at transforming the wild canaigre into a farm crop.

Canaigre, a member of the dock family known to botanists as Rumes hymenosepalus, grows in sandy spots throughout Southern Arizona. It is useless except for the high tannin content in its roots. The Southwest Indians knew how to pound these roots, pour hot water over the pulp and soak hides in the ensuing solution to make fine, soft leather.

Greatest stumbling block in the development of canaigre has been the continued failure of attempts to produce the plant commercially. However, about four years ago test plantings were made on Yuma mesa by the Bureau of Plant Industry. This winter, the Bureau shipped 22 tons of canaigre roots to the U. S. Department of Agriculture Regional Research Laboratory in Philadelphia and another six tons in dried or shredded form.

Government chemists say canaigre tannin is high in quality. They are presently working on a method to remove the roots dark coloring matter which prevents its use in light leathers.

If they are successful, and the Bureau of Plant Industry is able to grow the plant in volume while isolating those strains and varieties producing the greatest root volume with the greatest amount of tannin, tanners may soon have a new source of high quality tannin at prices far below those they now pay for imported quebracho extract.

UNITED SHOE TELLS OF PATENT POLICIES

Denies Use Of Patents For Monopoly

In the 10-year period ended in 1948, United Shoe Machinery Corp., Boston, accepted and "rewarded" 250 out of 3713 ideas for inventions and improvements received from non-employees. Of these 250 ideas, 35 patents resulted of which only 14 related to shoe machinery.

This was the gist of testimony given this week by Merwin F. Ashley, manager of United's patent department, before Federal Judge Charles E. Wyzanski, Jr. at trial of the Government's anti-trust suit against the company.

Denying Justice Department charges that United has "conducted a campaign in the shoe industry to cause the industry to pass on to United all shoe machinery patents, improvements and inventions," Ashley said that company employees submitted 16,231 ideas and inventions in the same 10-year period. Of these, 8046 suggestions were accepted, resulting in 252 patents of which 150 related to shoe machinery.

Analyzing 41 suggestions received from 1940-1950 for improving United clicking machine, Ashley testified the company obtained nine patents on the improvements, has four others pending, and is studying eight additional suggestions. Of the nine patented ideas, two are now used commercially and one is being used in United's factory.

T. Carlton Rowen, now a member of United's research department, described how the company in 1929 acquired Beacon Folding Machine Co., with which he was formerly associated. The Government claims that the company was one of many taken over to eliminate competition.

Rowen said that Beacon was faced with patent infringement difficulties and that these plus business difficulties led to the sale. Both companies had exchanged patent licenses in 1925, four years before the merger.

FANCY STITCHING AND CUTOUT PROBLEMS?

Lack of uniformity? . . . Cutouts poorly stitched? . . . Trouble piecing vamps? . . . Vamps distorted, out of shape?

CONTROLLED STITCHING solves ALL these problems, guarantees uniformity, speed, clean accurate work even with green help.

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Fat Liquors
Tanners Oils

**EXCLUSIVELY
FOR THE
LEATHER INDUSTRY**

SALEM OIL AND GREASE Co.
IN BLUBBER HOLLOW SALEM, MASS

OPS TO LIFT CURBS ON ARMY OXFORDS

Exempts Contracts Prior To April 1

The Office of Price Stabilization will shortly lift price ceilings on contracts awarded through April 1 for garrison oxfords (low quarter shoes) made expressly for the Army, according to informed ESA sources.

L&S learned late this week that OPS is readying an Amendment 2 to Supplementary Regulation No. 1 to GCPR exempting Army oxford invitations from general price ceilings until and including April 1. The

order will apply only to Army invitations and does not cover Navy, Air Force or Marine shoes.

Curiously enough, leather used expressly in these shoes will not be exempted from price regulations.

ESA officials refused to comment on the fact that similar-type footwear used by the Navy, Air Force and Marine Corps are not covered in the forthcoming order. It was intimated that the OPS had given way to pressure from both the Munitions Board and Army to lift price ceilings on badly-needed low quarter shoes until the Army can place a few vital shoe contracts. It is expected that a new regulation similar to OPA's

MPR 157 and covering footwear for all the services will be issued after April 1.

Shoe manufacturers have been restraining from accepting or even bidding on Army shoe contracts because price ceilings on military contracts delivered between Dec. 19 and Jan. 25 were too low to cover expanded material costs.

ESA officials revealed also that Arctic felt boots, combat boots and shoepacs are already exempt from price regulations under Supplemental Regulation No. 1 which temporarily lifted curbs on commodities and services for military needs only.

These three types of footwear were not mentioned in the supplemental regulation and shoe manufacturers were confused on whether they were included by the order. Government legal experts attached to the ESA report that they are.

Stauffer Acting Head OPS Leather Division

Dickson S. Stauffer, recently retired vice president of International Shoe Co., St. Louis, has been appointed acting head of the Leather, Fur and Fibres Branch, Consumer Soft Goods Division, of the Office of Price Stabilization.

Stauffer, a veteran of the industry, supervised leather purchasing and tanning operations of International Shoe Co. for many years. He was an industry consultant to various Government agencies during World War II. (L&S, Feb. 10).

OPEN GLOVE BIDS

H. G. Pitman Glove Co., Johnstown, N. Y., was low bidder at the opening of Navy Invitation No. 8278, calling for 7,074 pairs of gray suede dress gloves, one clasp, offering to supply the entire quantity at \$2.75 per pair. There were four bidders in all:

H. G. Pitman Glove Co., Johnstown, N. Y., entire quantity at \$2.75; 60 days acceptance, net.

Speare Glove Co., Gloversville, N. Y., entire quantity at \$3.19; 60 days acceptance, net.

J. M. Rubin & Sons, Gloversville, N. Y., entire quantity at \$3.24; 60 days acceptance, net.

Alexette Glove Corp., Gloversville, N. Y., entire quantity at \$3.32; 60 days acceptance, net.

• J. M. Van Kleeck has been appointed vice president and director of Perth Shoe Co., Ltd., and Lockwedge Shoe Co., Ltd., both of Perth, Ontario. Van Kleeck joined the firms last Sept. as general superintendent of all manufacturing units.



MARIGOLD LEATHERS

SUEDE CALF • SUEDE KID

Outstanding Fall Colors

MARIBUCK

A HEAVY SUEDE CALF

*Ideal for Men's Shoes and Women's
Unlined Types*

Genuine

WHITE BUCK

JACKS • CHINAS

LEATHERS OF SELF-EVIDENT QUALITY



MARCUS, FORSCHER & CO.

93 GOLD STREET, NEW YORK

Agents in principal shoe centers

KORN'S

*Dependable Colors
and Whites*

also

Military Gusset Leathers

DISPLAYED IN
BOOTH 43
WALDORF-ASTORIA

KORN LEATHER CO.

Tanners of fine side and split leathers

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THE NEW BAKER-LAYTON FINISHING MACHINE



The original One Brush Finishing Machine which has stood the test of years of successful and profitable operation — now modernized and streamlined to give—

Easier operation. Exact adjustment of coats and finish supply. Quicker and easier washup and color change. Consequently smaller runs can be finished economically. Greater economy because of small finish loss. More compact, requiring less floor space. Minimum number of working parts. All shafts on ball and roller bearings. Clean bolster giving cleaner backs.

BAKER-LAYTON MACHINE COMPANY WILMINGTON, DELAWARE, U.S.A.

New England Representative,
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Peabody, Massachusetts.

West Coast Representative,
C. T. Struven Company
San Francisco, California

Mid-West Representative,
Becker & Orth Machine Co.
Milwaukee, Wisconsin

* * * *

ONCE AGAIN THE FASHION PENDULUM SWINGS TO SURPASS BLUE

#13 GLAZED KID

#113 SUEDE

#1012 CAPRE*

BLUE is Perennial . . . Blue is Promotional . . . Blue is Sales Provocative . . . Blue is an Important Volume Color Every Spring...Blue is More Important Than Ever This Spring.

*T.M. Registered.

Surpass

LEATHER COMPANY

9TH AND WESTMORELAND STREETS
PHILADELPHIA 40, PA.



BLUE
BLUE

MILITARY BIDS AND AWARDS

Sweat Bands

March 5, 1951—Navy Invitation No. 8375 covering Items 1, 2 and 3, bands, sweat, cap, leather, small, medium and large, 100,000 each. Opening in New York at 10:00 a.m. with delivery at one-third 60 days after receipt of contract, one-third within 90 days, and balance within 120 days.

Service Shoes

March 6, 1951 — QM-30-280-51-Neg-401, covering 488,088 pairs of regular tariff black service shoes with composition soles and 6,972 pairs of supplemental tariff. Opening in New York at 10:30 a.m. with delivery to Air Force Depot at Shelby, O., from Feb. through June. Specification Mil-S-1762 dated Nov. 25, 1949, and Amendment No. 1 dated Feb. 23, 1950.

Marine Low Quarter Shoes To Endicott-Johnson

The Marine Corps Depot at Philadelphia has announced award of 75,000 pairs of Marine low quarter shoes to Endicott-Johnson Corp. The

award, made on Invitation 132-DQP-51, specified 47,208 pairs at \$7.03 per pair for delivery to Philadelphia and 27,792 pairs at \$7.17 for delivery to San Francisco.

SHARE ARCTIC LASTS

The New York Quartermaster Procurement Agency has announced contract awards on QM-30-280-51-NEG-261, covering solid maple black, arctic felt shoe lasts as follows: United Last Co., Boston, 7,248 pairs at \$4.69; and Morton Last Co., Cincinnati, O., 1,992 pairs at \$5.02 per pair.

63 Firms Share New Glove Awards

The Chicago Quartermaster Depot has announced of close to three million pairs of gloves and mittens to a total of 63 glove manufacturers. Awards were on 496,900 pairs of mittens, shell, trigger finger No. 1948; 693,000 pairs of mittens, shell, trigger finger; 1,790,770 pairs of glove shells, leather, M-1949, 219,000 pairs of gloves, shell; and 838,500 pairs of Arctic mittens.

Details are available from the Council.

Lynn Moccasin Awarded Sub Sandals

The Navy Purchasing Office has announced award of 7200 pairs of Navy N-1 submarine sandals to Lynn Moccasin & Shoe Mfg. Co., Lynn, Mass. Award on Invitation No. 7984 was based on \$2.97 per pair.

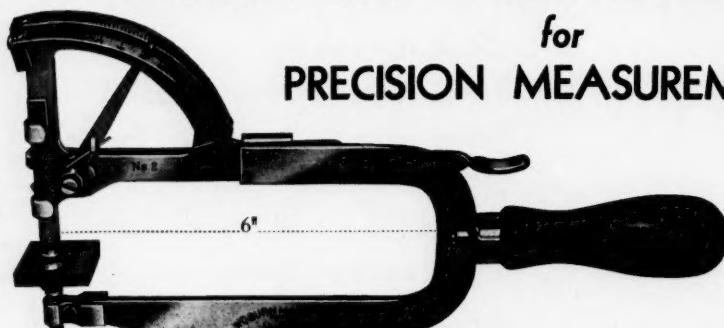
Tanners' Council goatskin meeting planned primarily as a "defensive one" to discuss what could be done about the price situation. However, very little can be done about the prices as far as rawskins are concerned and this is the main negative factor in the entire picture. It seems that the U. S. itself cannot or will not step in and negotiate with other governments as far as goatskin prices are concerned. And these prices are steadily mounting, creating a situation which becomes worse as time goes by.

WIN LAST AWARDS

The Navy Purchasing Office at New York has announced the following contract awards under Invitation No. 7632: Jones & Vining, Inc., Brockton, Mass., 10,000 pairs at \$3.35; Western Last Co., St. Louis, Mo., 15,000 pairs at \$3.24.

Use WOBURN LEATHER GAUGES for PRECISION MEASUREMENTS

Always
Accurate
and
Dependable



Made in
FIVE SIZES
for
All Grades
of Leather
4½" 6" 9"
12" 20"

PICTURED HERE is the No. 2 Woburn Leather Gauge, one of the family of five precision gauges manufactured by Woburn Machine Company, that are in daily use throughout the leather industry. The Woburn Leather Gauges have been developed to meet the demand for an instrument that will give accurate results in the gauging of leather. Of light and simple construction, they are designed for strength and durability for all metal parts are heavily nickel plated against rust.

Graduations in one-half millimeters on one index and one-half ounces on the other. For sole leather, we can furnish one index graduated in one-half irons. We can also furnish index graduated in 1/64 of an inch. 1/64 inch equals one ounce — 1/48 inch equals one iron.

WOBURN MACHINE COMPANY, 201 Main St., Woburn, Mass.

The finest
products of the
tanner's art ★★

HORWEEN

Leathers



• GENUINE SHELL CORDOVAN BUTTS

Imitated but never equalled. The outstanding aniline leather — soft for comfort, long wearing with lasting beauty. "Horween Cordovan" is specified by leading manufacturers and retailers.

• VEGETABLE CALF

"IT'S TIMBER TANNED"

Tanned with care by experts—Soft, mellow, long wearing, smartly finished—"The Luxury Leathers," for specialties and shoes.

SIDE LEATHERS

• FINEST QUALITY GRAINS

GLENMARRY CORRECTED

Beautiful finish, rich appearance and unusual wearing qualities. A high grade leather for high grade footwear.

• HEAVY LEATHERS

Chrome, Vegetable and combination tanned. Leathers that combine service and economy. Black and colors.



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2015 ELSTON AVE., CHICAGO 14, ILLINOIS

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HERMANN LOWENSTEIN Inc.
26 FERRY STREET

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KAYE and BARNES, INC.
93 SOUTH STREET



**FINE LEATHERS
for
FINE SHOES**

See them at

BOOTH 24

Waldorf-Astoria

MARCH 6-7

BARRETT & CO., INC.

MANUFACTURERS OF FINE CALF LEATHERS
VESEY and HERMAN STS., NEWARK, N. J.

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744 North Fourth Street
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Fred A. Lyons
1221 Locust Street
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Nurses' Preference

is for

WHITE

Colonial

VELKA*

White Colonial Velka is a versatile leather. Its high quality features . . . mellowness, firmness, flexibility . . . make it invaluable in the manufacturing of steady duty shoes like the nurse's oxford, yet Velka is equally appropriate for children's shoes, sport shoes—all shoes that must stand constant wear and tear. White Colonial Velka is further profitable because it is uniform in weight, saves you cutting expense and is easy to work.

. . . because it

Looks Best . . .

Feels Best . . .

Wears Best . . .

Velka is made
in the tannery where
every worker is a partner.



Colonial Tanning Company, Inc.
Boston 11, Massachusetts

*TRADE MARK

LEATHER TRADING SLOWED BY CONTINUING HIDE FREEZE

Pricing Uncertainties, Limited Output, Hold Sales At Minimum

Leather sales showed a further slowdown this week as the entire trade—tanners and shoe manufacturers—retired to the sidelines in expectation of early Government orders. News of a new hide and skin pricing schedule, followed shortly by announcement of NPA's allocation schedule, was awaited eagerly. Until these orders are announced, both sellers and buyers are holding business to a minimum.

Some tanners were already feeling the squeeze resulting from the ban of post Feb. 5 hides and skins sales and deliveries. Although no tannery shutdowns were reported, production was definitely on the limited side.

As for actual sales, a few tanners, particularly side, kip and calf leather tanners, did a niggling amount of business. Sales were from inventory and for immediate needs of regular customers. Prices continued on an individual basis with some tanners withdrawing price lists and sales altogether.

General feeling of tanners was that new hide and skin and eventually leather ceilings would be higher than those in effect. This would mean that hides and skins would bring prices above Nov. base period levels while tanners would at least be able to raise their lists to levels of sales rather than deliveries made between Dec. 19 to Jan. 25. All this is pure guesswork but it is enough to stall business.

Sole Slow

Sole leather tanners with good stocks available have made good

sales in past two weeks. Those with leather on hand continue to do so. Most, however, are feeling effects of hide freeze, have cut production. As a result, sales are at minimum. Sole tanners in Boston go along with feeling that eventual leather prices will be set higher than present levels. Individual ceilings quoted today are around 91c for heavy bends, 97c and down for medium bends. Lights considerably below \$1.10 high quoted before price freeze on Jan. 25.

Sole leather tanners in Philadelphia report some business, with tanners selling from the stock they have on hand. Factory bends selling at an average price of 90c. Most tanners out of heads and no prices are available. Very few bellies around; a quotation of 65c given as an average price. Of course the buying has been in very small quantities.

Offal Quiet

Boston sole leather offal tanners and dealers report essentially the same conditions as in sole market. Where there is leather available, a few sales are made at individual ceilings. There are generally at 2-3c below pre-freeze lists. Some interest in bellies but tanners hesitate to sell much except where needed badly by regular customers. Shoulders in same position.

Calf Lags

Sales by Boston calf leather tanners considerably below last week when business was reported fair. Many tanners who set ceilings previously have now withdrawn them. Top prices remain at \$1.35 for men's

weights, about \$1.30 for women's weights. Suede calf brings \$1.40 and down when available. For the most part, business is not worth mentioning.

Sheep Sluggish

Uncertainties in pickled sheep situation, particularly with talk of Government taking over purchases of foreign skins, slows business to a walk. Tanners now find it almost possible to buy foreign skins at price permitting them to sell leather under domestic regulations. Some leather continues to move with adjustment clauses. Russet linings generally bring 35c. and down, colored around 32c and down, and chrome about 36c and down.

Sides Simmer

Side leather tanners really feeling pinch of hide delivery ban. Even those who received heavy deliveries of rawstock immediately after hide rollback was announced are proceeding cautiously. Others not so fortunate are beginning to cut back production. All show less willingness to quote prices, sell leather than in recent weeks. Shoe manufacturers continue to bid in order to get leather for military contracts but tanners now prefer to wait on Government moves.

Splits Draggy

General market slowdown hits Boston splits tanners who are now more content to sit back, hold sales to a minimum. Slight sales pickup reported last week has died. Some sales made in suede splits with lights bringing 45c and down, heavies around 51c and down. Finished linings still quoted between 20-30c, gussets, 21-26c, and retan sole at 34-44c.

DAVIS LEATHER INC.

TWO PARK AVENUE, NEW YORK 16, NEW YORK

R. A. Brea—Manager

Specializing in high grade full chrome calf leathers for the shoe, handbag and novelty trade in an extensive range (162 shades) of Ultra High Style Colors.

BABY CALF LEATHERS

BOSTON—Bergman & Brookhouse, 112 Beach St.
ST. LOUIS—Geo. J. Bucher, 1802 Locust St.
MILWAUKEE—H. I. Stewart, 918 North 4th St.
SOUTHWESTERN STATES—O. B. Dahn Co.,
1602 Locust St., St. Louis, Mo.

ENGLAND—Davis Canadian Leathers Ltd., 3 Granby St., Leicester

DOMINION CALF LEATHERS

CINCINNATI—J. R. Kueven, 626 Broadway.
CALIFORNIA—A. J. & J. R. Cook Co.
LOS ANGELES—1220 Maple Ave.
SAN FRANCISCO—237 Eighth St.

TANNERY—DAVIS LEATHER CO. LTD., NEWMARKET, ONTARIO, CANADA

Glove Leathers Tight

Government procurements are dominating the glove and glove leather business. The quantities purchased have reached such proportions as to cause glove manufacturers to revise production schedules. In many cases regular commercial business has been completely dropped for the time being.

Horsehide for government gloves is offered up to 58c for a cuttable grade. Deerskins quoted as high as 77c for cuttable grade. Number 1's bring 83c.

In spite of the Army and Navy contracts, there is no surplus of leather for normal use. Pigskins in all weights, Capes and Cabrettas in men's weights and heavy weights of all hair-type skins are in good demand. Domestics around 30c, both plain and pigtex, have been cleaned up. Domestic grey suedes bring up to 44c with no offerings. Sellers have simply refused to replace their inventory at the present high raw skin prices.

Pigskins reported sold at 80c table run. Asking price for number ones is \$1.20. Dealers complaining that selling prices are below replacement costs.

Kid Leathers Slow

Kid leather tanners in Philadelphia report situation "even quieter." Most of the blame falls on Washington's inactivity. Some business is done at prices quoted for the past few weeks.

Apparently black will be the leading color all year round in both suede and glazed, as most of the buying now done is still in black. Some blue and brown sell. Little if any talk of colors or white. Part of this is due to the general situation which leads buyers to be conservative.

There is still some slipper leather going to slipper men and cowboy boot men. Linings find a limited market. Little said about crushed or satin mats.

Average Prices

Suede 40c-95c
Glazed 40c-\$1.25
Linings 30c-60c
Slipper 40c-75c
Satin mats 69c-\$1.20

Belting Leathers Moderate

Belting leather tanners of Philadelphia report a little buying at prices which remained pretty much as quoted last week. Business "as active as could be expected under the circumstances."

Rough leather tanners feel their



Tanners of Quality

SMOOTH AND ELK SIDE LEATHER

VEGETABLE

For Linings, Bags, Case, and Strap

INDIAN TANNED LEATHER

For Fine Casuals and Sport Shoes

Also Contract Tanning

WISCONSIN
Leather Company
1830 S. THIRD ST., MILWAUKEE 4, WIS.

"SUPERIOR LEATHERS"

Chrome Retan Sole Leather

In bonds, shoulders, bellies, outstanding in its waterproofing and long-wearing properties.

"Katz Chrome"

The ideal leather for shoe, glove and garment purposes.

Chrome Retan Upper Leather

A quality shoe leather, water resisting, easily worked.

Also cow and horse sides

SUPERIOR TANNING CO.

1254 West Division Street, Chicago

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Boston, Sturtev. Bros.
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28 N. Wells St.
210 South St.
100 Gold St.



Armour's
QUALITY
Leathers
U.S.A.

SKEET

★
Mellow,
corrected grain,
dress Elk

Armour Leather Co.
CHICAGO · BOSTON · NEW YORK



prices are, in general, lower than what the government will eventually allow, but there is no way of knowing this yet. Curriers who have had to buy rough leather seem to feel that the prices are in line with, if not a little lower than, the highest price that will be allowed.

Curriers have had to buy because they did some selling at prices which show a variation of about three cents. Lowest quotations are those published for the past few weeks; some adjustments upward have been made in some instances. A quotation on curried shoulders shows an average price running from \$1.04-1.07.

Actually, although there is some business, no one is pleased. There would normally be considerable activity at this time if the pattern of the past few months would be followed (and there is no reason why it shouldn't). The government action—their subsequent lack of action—brought it to a standstill from which it is hardly emerging.

AVERAGE BELTING LEATHER PRICES

Butt Bonds:

No. 2 ex. light	1.37-1.41
No. 2 ex. heavy	1.32-1.33
No. 3 ex. light	1.36-1.37
No. 3 ex. heavy	1.27-1.30

AVERAGE CURRIED BELTING

Best Select. No. 2 No. 3

Butt bonds	1.65-1.68	1.60-1.63	1.55-1.58
12" centers	1.65-1.68	1.60-1.63	1.55-1.58
Centers 24"-28"	1.60-1.63	1.54-1.56	1.51-1.53
Centers 30"	1.54-1.57	1.59-1.61	1.57-1.59
Wide sides	1.55-1.58	1.51-1.54	1.44-1.47
Narrow sides	1.48-1.51	1.44-1.47	1.39-1.42
Additional premiums: ex. heavy 10c; light 7c; ex. light 14c.			

Tanning Materials Firm

The Raw Tanning Materials market is firm and prices unchanged. Some continue in very short supply. Tanning Extracts unchanged.

Trading in Tanning Oils steady and quotations firm. Cod oil quoted at \$1.55.

Raw Tanning Materials

Divi. Divl. shipment, bags "Fair Average" \$83.00
Wattle bark, ton "Merchandise" \$79.00

28% leaf	\$127.00
Ground	\$122.00
Myrobalane, J. 4s	\$100.00
Crushed \$78.00 J. 2s	\$42.00
R. 1s	\$34.00
Valonia Cupa, 30-32% guaranteed	\$65.00-\$70.00
Valonia Beard	\$90.00-\$95.00
Mangrove Bark, 30% So. Am.	\$38.00

Tanning Extracts

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.00
Bars, c. l.	4.75
Barrels	5.10
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c. l.	10.32
Bags, c. l.	11.02
Cutch, solid Borneo, 55% tannin, plus duty	.06%
Gambier Extract, 25% tannin, bbls.	.12
Hemlock extract, 25% tannin, tk. cars,	
bbls., f.o.b. wks.	.0525
Oak bark extract, 25% tannin, lb. bbls. 64-68% tk.05%
Quinchaco extract	
Solid, ord., basis 63% tannin, c. l.	.06%

plus duty	.09
Solid, clar., basis 64% tannin, c. l.	.09%
Liquid, basis 35% tannin, bbls.	.08%
Ground extract	.17%
Wattle bark, extract, solid (plus duty)	.09
Powdered super spruce, bags, c. l.	.05%
Spruce extract, tks., f.o.b. wks.	.01%
Powdered valonia extract, 63% tannin	.09%

Tanners' Oils

Castor oil No. 1 C.P. drs. 1.01	.37%
Supphonated castor oil, 75%	.31
Cod Oil, Nfdd., loose basis	1.55
Cod, supphonated, pure 25% moisture	.16
Cod, supphonated, 25% added mineral	.15
Cod, supphonated, 50% added mineral	.15
Linseed oil tks., c. l. zone 1	.205
Linseed oil, c. l.219
Neatsfoot, 20%	.45
Neatsfoot, 30° C.T.	.41
Neatsfoot, 40° C.T.	.33
Neatsfoot, prime drums, c. l.	.25%
c. l.26%
Neatsfoot, sulphonated, 75%	.28%
Olive, denatured, drs. gal.	.23.30
Waterless Moellon	.20
Artificial Moellon, 25% moisture	.18
Chamomile Moellon	.18
Chamomile, drums	.14
Neutral degras	.23.24
Suphonated Tallow, 75%	.21
Suphonated Tallow, 50%	.16%
Sponging compound	.15
Split oil	.14-15
Suphonated sperm, 25% water	.20
Petroleum Oils, 200 seconds visc., tks. f.o.b.	.17
Petroleum Oils, 150 seconds visc., tks. f.o.b.	.16
Petroleum Oils, 100 seconds visc., tks. f.o.b.	.14

*Quotations withdrawn

SALES MANUAL READY

The Research Bureau for Retail Training of the University of Pittsburgh has issued a revised edition of its manual entitled "Merchandise Facts to Help You Sell Shoes." The manual, one of 10 recently revised, is designed to supply retail shoe salesmen with a background of merchandise information to help them do a sounder and more thorough selling job.

The shoe manual, selling for 25 cents per copy, covers men's, women's, teen-age and children's shoes, the principle types, sales slants, general anatomy of the foot and its relationship to proper fit, principles of shoe construction, materials, heel type in women's shoes, and many other facts.

NEOLITE EXPANDS

Neelite, product of Goodyear Tire & Rubber Co., hitherto used mainly for shoe heels, soles and innersoles, will soon be made available to the entire luggage, handbag and accessory trade, according to Harry L. Post, general manager of Goodyear's shoe products division.

Post said that the company would soon begin to mass produce Neelite and turn it out in continuous strips up to 72 inches in width.

• Herbert T. Lyles, trading as American Leather and Supply Co. at 702 Stuart St., Lynchburg, has filed voluntary petition in bankruptcy, it is reported. The firm deals in leather and supplies.

HIDE MARKET STYMIED; AWAIT NEW PRICING SCHEDULES

Conjecture On New Prices Holds Spotlight During Sales Freeze

Washington meetings between trade representatives and OPS officials held the spotlight this week as trading in hides and skins remained stymied. Sellers in all divisions of the markets continued to await developments.

Tanners showed interest for rawstock at prices in line with packers' and dealers' individual Nov. ceilings but found nothing available. There are very few Jan. and earlier hides left unsold and sellers felt it might benefit them to wait until the proposed dollar-and-cents ceiling schedule is released by OPS, particularly in cases where current Nov. ceilings are comparatively low. Some shipments of hides and skins originally sold at higher prices are being held up for the same reason.

As a matter of fact, very few shipments of any kind are being made. Reports from all sections indicate that all hides and skins originally sold at or under Nov. ceilings have been shipped and some sellers have just about finished deliveries against sales made originally at prices above the Nov. limits. The latter, of course, have been invoiced at ceilings with sellers inserting protective clauses that would permit adjustments in the event a higher ceiling price was established but not to exceed the original price.

Consensus of trade opinion pegs Big Packer hides at one price for each individual selection except for light native cows. The latter may be priced on a weight basis as follows: 36-43 lbs. at 38c, 43-45 lbs. at 37½c, over 45 lbs. at 37c. Southwestern light cows: under 36 lbs. at 42c, 36-38 lbs. at 40c, over 38 lbs. at 38c. Most sources predict an FOB sellers' plant delivery basis.

Also Big Packer calfskins are seen at 80c for skins averaging 15 lbs. or under; Big Packer kipskins at 57½c for 15-30 lbs. instead of on a split weight basis.

For Small Packer hides averaging 4 lbs., 36c on a flat basis with a ¼c discount for each additional lb. and a ¼c premium for each lb. below. Lots averaging more than 70 lbs. may be pegged at 29½c. On a selected basis, small packer hides may bring 1c premium over flat price if lots contain less than 10% butcher damage, with No. 2's

discounted the usual 1c per lb.; those containing 10-20% damage discounted 2c per lb.; over 20% on a flat basis.

Country hides will probably be pegged at 10% below pricing schedules of the small packer skins flat basis.

With arrivals of hides and skins dropping off sharply, tanners find it necessary to draw upon their inventories to maintain operations. How long these reserves will last depends upon the individual tanner's position. Those who bought rawstock conservatively in the past few months are running low on supplies and many of these tanners are reported to be reducing their soaking rates. Unless the situation changes permitting a resumed flow of rawstock to tanneries, it is inevitable that further reductions in wettings will be made until shutdowns become a necessity.

However, before the situation becomes critical, the OPS is expected to release the new dollars-and-cents schedule by March 1st, if not earlier. Prompt release of the schedule is necessary to give the industry something concrete on which to operate. Clearing up of uncertainties as to prices would mean that deliveries on remaining unshipped hides and skins could be made to complete existing contracts and give relief to tanners in urgent need of supplies.

Issuance of the permanent schedule should be made before the Government puts out allocations of Feb. 5th forward hides to tanners as many packers and dealers are still unwilling to sell at their Nov. ceiling prices. It is generally believed that allocations would be useless without the specific dollar-and-cents ceiling prices.

Meanwhile, supplies continue to build up across the country. It is significant to note that livestock numbers generally increased except for horses which continued on the decline.

U. S. LIVESTOCK CENSUS FIGURES

	Cattle	Horses	Mules
Jan. 1, 1951	54,179,000	4,764,000	1,990,000
Jan. 1, 1950	50,500,000	3,583,000	2,145,000
Jan. 1, 1949	75,298,000	5,593,000	2,345,000
Jan. 1, 1948	78,126,000	6,589,000	2,541,000
Jan. 1, 1947	81,207,000	7,249,000	2,772,000

Sheep-Lambs Hogs

Jan. 1, 1951	31,505,000	65,028,000
Jan. 1, 1950	30,743,000	60,562,000
Jan. 1, 1949	31,654,000	57,125,000
Jan. 1, 1948	34,827,000	55,025,000
Jan. 1, 1947	37,818,000	56,921,000

Dry Sheepskins Slow

If anything, primary markets are firmer and offerings smaller and smaller. Not much interest evident since buyers claim they cannot operate at prices asked by shippers, who claim they have no difficulty in obtaining their ideas in Europe and elsewhere.

Hair sheep markets higher. Latest reports from the Cape state England paid 220 shillings basis Western Province large prime glovers. Agents here received offerings of Cape glovers at \$31.00. Reports that some Hodeidah whiteheads sold at \$13 c&f., but no other details. Blackheads strong with demand only for fritzing skins. Addis-ababa butch-

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ers held at \$15.75-16.25, as to weights.

Brazil cabrettas wanted but due to high asking levels, trading is restricted. Ceara regulars held at \$18.50 fob., as against buyers' ideas of \$17 fob. Few offers of Nigerians, dry salted Sudans or Mombasas.

Wool sheepskin markets continue firm. Argentine chubuts, 80% three quarter wool and 20% half wool reported sold in substantial quantities to Europe at \$2.85 per kilo fob. New York. At last Sydney, Australia, sale, 47,000 skins offered, merinos and comebacks, par to two pence, lambs and hoggets, two to four pence, crossbreds, 50s and under, par to one pence, bare to one inch,

two to four pence, all higher, Australian currency.

Good demand for shearlings from Canada but business restricted due to advancing primary markets. Punta Arenas frigorifico shearlings $\frac{1}{4}$ - $\frac{1}{2}$ inch, sold at \$4.80 per piece, c&f. Offerings of Montevideo shearlings, $\frac{1}{8}$ - $\frac{1}{4}$ inch, at \$3.65, $\frac{1}{2}$ - $\frac{3}{4}$ inch, at \$6.50, and $\frac{1}{4}$ - $\frac{3}{4}$ inch, at \$4.95 per skin, c&f. Western Province Cape Town shearlings, 1-1 $\frac{1}{2}$ inch, held at 94 pence, c&f.

Some business passing in slats though generally higher prices restricting sales. About 2,000 dz. Peruvians, 11/12-lbs., sold at \$4.90 ex-dock. Papras continue to be held at \$13.00 for 1,000-lbs.

Reptiles Limited

Trading limited. Shippers show little inclination to reduce their ideas. Reports from India state shippers still ask at least \$1.00 for Madras bark tanned whips, 4 inches up, averaging 4 $\frac{1}{2}$ inches, 70/30 selection. Buyers' views nearer to 95c, possibly 97-98c for good lots. Skins averaging 4 $\frac{3}{4}$ inches have been selling at \$1.07-1.08 with \$1.10 and up asked. Some offers of cobras, averaging 4 $\frac{1}{4}$ inches at 75c.

Vipers, 4 $\frac{1}{2}$ inches, averaging 5 $\frac{1}{2}$ inches, held at 60c and skins 4 inches up, averaging 5 inches, at 45c, but not much interest. Bark tanned water snakes, 3 inches up, averaging 3 $\frac{1}{4}$ inches, 65/35, held at 11c, but most buyers want larger sizes. Alum tanned ranapodes, 10 inches up, averaging 15 inches, 70/30, selling at 15 $\frac{1}{2}$ -17c, though shippers now have higher views.

Calcutta oval grain lizards, 40/40/20, 90/10, held at 33c with few sales. Calcutta whips held at 85c. Sellers asking 40c for wet salted Columbian iguanas, considered too high.

Brazil market has been active on back cut tejus with a wide range of prices prevailing as to shippers, lots and assortment. Sales have been made at from 90c-\$1.02 fob. and up to \$1.10 asked for choice lots. Gibbias are offered at \$1.00 fob., but buyers' ideas not over 90c fob. Java and Malayan alligators selling in Europe at \$1.85 an inch for 10 inches up, averaging 15/17 inches, 80/20 assortment.

Pickled Skins Strong

New Zealand market active and higher with latest sales of lambs from 123-131 shillings and some North Island sheep at 237 shillings 6 pence. United Kingdom and the Continent buying as American buyers cannot meet these prices. Iranian pickled skins have also advanced and latest asking prices ranged from \$19.50-20.50 per dozen, as to assortment.

Deerskins Quiet

Trading restricted. New Zealands have sold at \$1.75-1.76 per lb. but up to \$1.85 now asked. Some offers of Chinas but buyers not showing much interest. Brazil "jacks" continue to sell at \$1.00 fob., basis importers.

Pigskins Lag

Chaco carpinchos reported sold at \$3.80 c&f., basis importers. A small lot of Manaos grey peccaries sold at \$3.20 fob., basis importers.

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**February 24,
1951**

**ORIGINAL
SHOE DESIGNS
AND
ADVANCE STYLE
GUIDE**

3 in



Rotary com

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For lower priced shoes, "LYNCO" innersoles mean great savings and uniform performance.

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New non-breaking "WEDGIES" can be nailed, stitched or cemented. Made of resilient waterproof compressed fibres, "WEDGIES" mold to the last, improve the lines of the shoes, speed up production and appreciably lower cost.

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Canadian Plant: Lynn Innersole of Canada, Ltd., Chambly Basin, P. Q., Canada

shoescope

(style section of Leather And Shoes)

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STYLEDSCOPE

Are we going to have style controls on shoes? That's a question buzzing in the shoe industry. Consensus is about evenly divided that some form of restrictions might be imposed later this year. Controls may come in small pieces --progressive steps.

Most feared is the absurd M-217 style-control measure of last war. Designed to conserve leather, it not only failed in this respect but led to actual increased use and waste of leather. For example, shoe manufacturers turned to the mass production of seamless opera pumps in the belief that this was an easy, inexpensive shoe to make. But the large, one-piece vamp required by this shoe resulted in much leather waste during the cutting process. M-217 fell flat on its face as a leather-conservative measure.

Pattern makers have prepared an elaborate presentation to show how leather can be conserved without style restrictions. For example, by using a two-piece instead of a one-piece vamp on the opera pump, as much as 10-15 percent of leather can be saved. The principle is simple and practical: use smaller patterns that reduce leather waste in cutting.

Another argument: style is important to morale, also to sales. We haven't yet reached conditions where consumers will buy anything. Shoes still have to be merchandised, promoted to maintain sales. Style controls will do more harm than good at this time.

However, look to increasing shortages to bring inevitable style restrictions. Some examples of possibilities: extension leather soles may be ruled out as requiring "excessive" leather; non-functional shoe buckles, due to metal shortage; nylon shortage may affect some mesh type shoes.

All this has caused a temporary degree of confusion in the Fall fashion picture. Designers, stylemen, buyers, manufacturers--all feel a sense of uncertainty. In the large majority of cases they're playing it safe--current styles "re-touched" a bit. They're apprehensive about launching new lines, only to have some official restriction imposed at mid-season. For example, midway through produc-

(Continued on Page 104)



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JANUARY

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Smooth Pac Kitchener

and Uniformity

on

in '51

MARCH

Tammarac
Mackinac

APRIL

NOVEMBER

Printed Pac.-Tamarac
Smooth Pa.
Mackinac

OCTOBER

Tamarac

SEPTEMBER

Mackinac

AUGUST

JULY

Deerskin
White Sootan
White Sootan

JUNE

Elko
White Elko

MAY

Tamarac
Elko - Sootan





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FEBRUARY

JANUARY

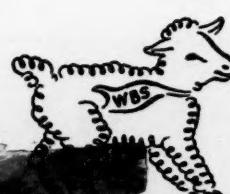
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you will find Wins-

low leathers because over a period of years, since
1776 to be exact, the name Winslow has meant
the finest in the art of tanning sheep leather.

Today—for the best sheep and lambskins—
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APRIL

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White Deerskin
White Sootan

JUNE

White Elko

MAY

Elko - Tamarac
Sootan



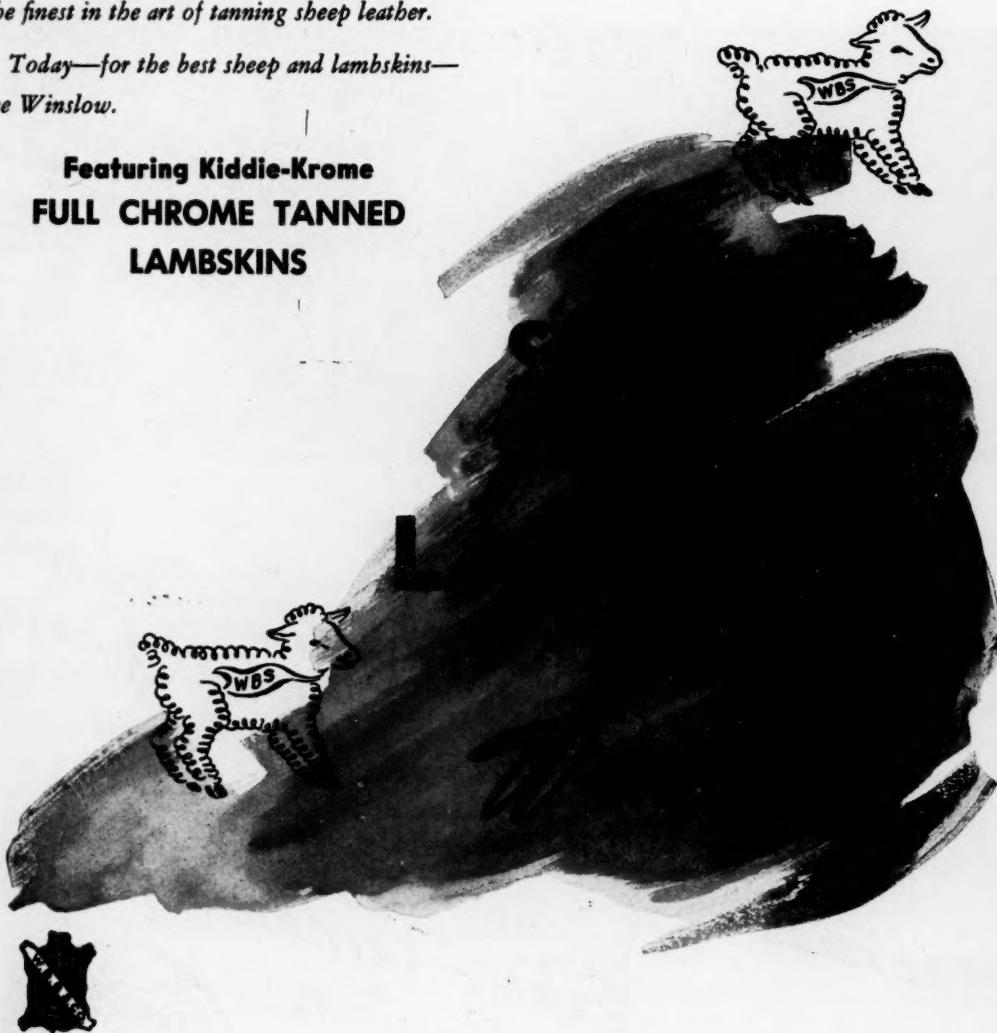
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March 6-7

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TELEVISION Shoes—an inevitable theme, of course! While footwear fashions must vie with such touch eye-appeal competition as the low-cut neckline, it can be done. These five exquisite models are clever in their originality, and ultra-feminine in design. Keep an eye on television as an extremely important style innovator. And fresh footwear themes will find a receptive spotlight from which many a "craze" might be launched.

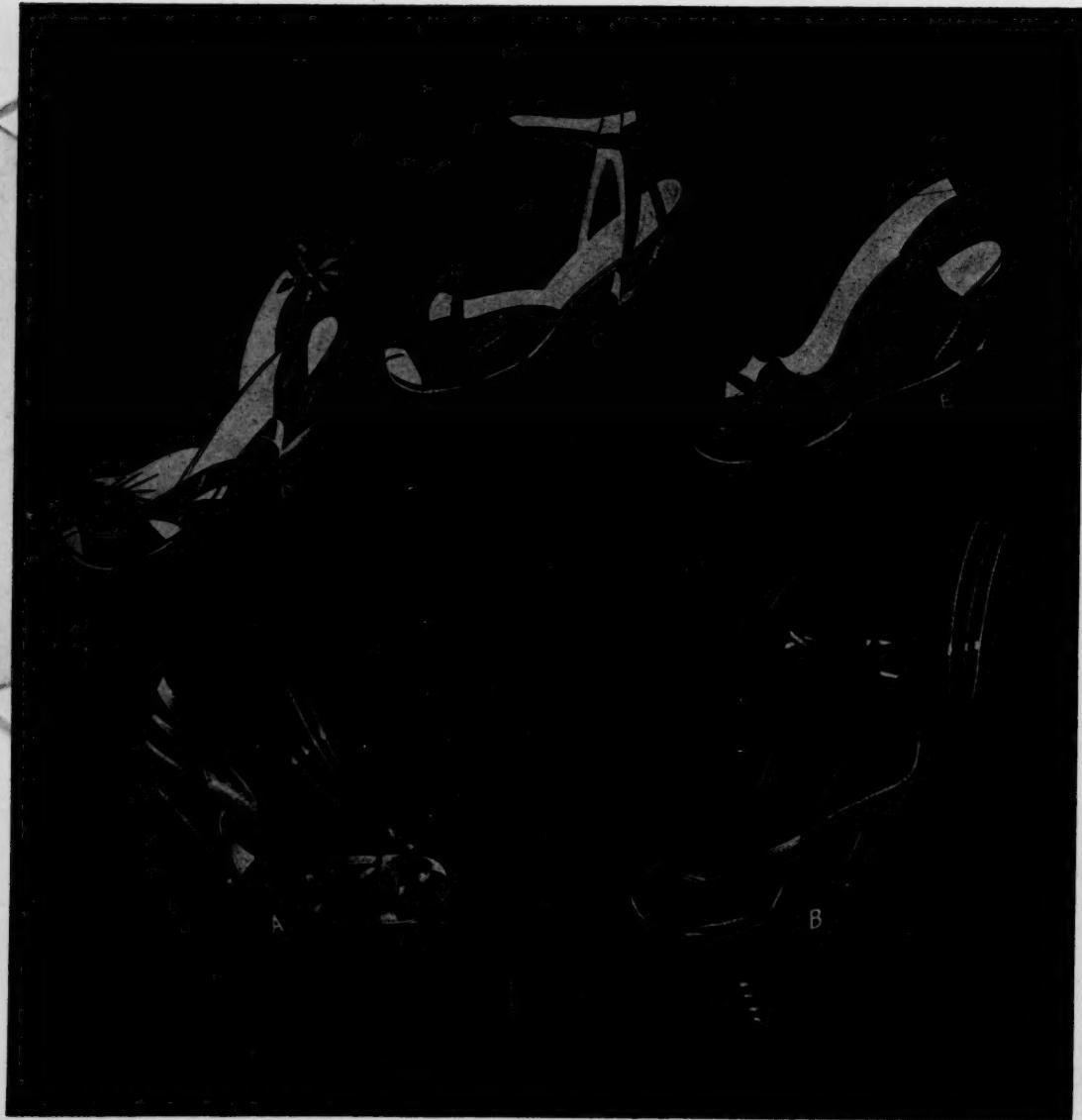
A. Open outside shank with stripping in lattice effect. Black suede with satin stripping.

B. Half-open shank with semi-open toe. Stripping around ankle creates Grecian effect. In silver leather.

C. T strap, with theme carried out in quarter and vamp. Strap in black suede, vamp and quarter in pink patent; gore for adjustment.

D. A striking flattie in black suede and rhinestones on tab.

E. Oblique quarter opening with gore for fit. Black suede with gold metallic stitching.



The House of Fashion Kidskins



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JOHN R. EVANS & COMPANY *Est. 1857*
CAMDEN, NEW JERSEY

THE U-tip shoe for men is expected to be outstanding this Fall. A little off the beaten track of straight and wing tip or plain toe, it still retains all the neat dressiness for a business or dress shoe. In appearance it also contains an element of comfort, much as does a plain toe, yet the U tip adds the necessary fashion fillip to appeal to the demands of a "style" shoe. Here is a quintet of smart models utilizing the U tip.

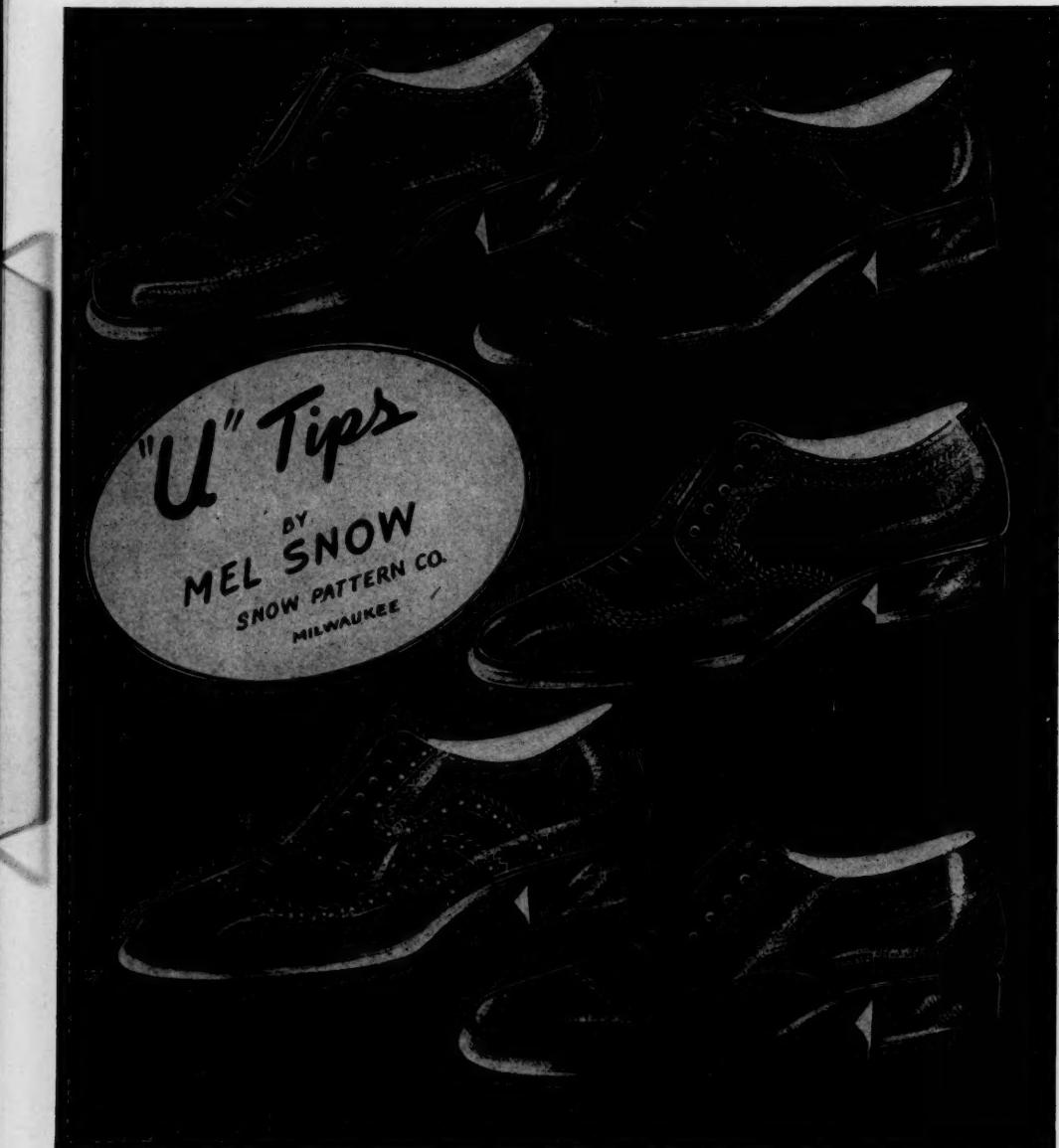
A. The tip overlays the quarter serving as a vamp line. Quarter saddle complements lines of the tip. Narrow plateau last.

B. Plateau last used in unusual way, with U tip running under the quarter and forming an inlay vamp.

C. Here a quarter collar is used. Brogue last.

D. Lines of the U tip are combined with vamp and quarter saddle. Fine perforation and pinking for detail. Brogue last.

E. Unusual use of eyestay and foxing. Brogue last.



THE closed-up California is meeting with mounting popularity. It is permitting some ingenious styling innovations, such as those depicted here, as well as aiding shoe men to comply with popular price levels in these inflationary times. These flatters are given a smart dressed-up look by clever use of straps, peaked quarters, mudguards. And just enough opened-up effect to balance the closed appearance.

A. A sleek, closed-up look with open outside shank.

B. Slip-lasted bootee with double strap adjustment. Adaptable to high colors.

C. Mudguard on a sabot strap shoe enhances over-all casual effect.

D. Modified tie with open vamp and in-step and peaked quarters.

E. New silhouette, open shank on outside and high-rising inside quarter, peaked back.



A



D



B



E



C

CLOSED-UP
CALIFORNIAS

64

JEAN BROCK
NEW YORK



- A. Black suede vamp overlay, platform, quarter and heel; bronze kid pleated vamp, knots and striping, brown kid lining.
- B. Deep purple suede vamp, quarter and heel; deep purple kid knots striping and pleated trim.
- C. Amber suede vamp, quarter, platform and heel; black dull mat kid straps and knotted trim.
- D. Blue suede vamp, quarter and heel; blue satin knotted saddle overlay.
- E. Brown suede vamp, strap and heel; grey kid knots and pleated trim.

KNOTTED effects, with emphasis on kid, will be an important ornamental shoe treatment for Fall. Other popular knot materials: suede or fabrics (faille, silk, satin, grosgrain). Reptile and metallic leathers for trims. Knots and slots lend themselves to an infinite variety of ingenious and interesting fashion treatments to appeal to the style-minded gals seeking the "different."

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that really shortens!**

What shoe manufacturer hasn't wanted a last that would remove quickly, easily... eliminate strained and broken back seams and bindings... make last insertion in pre-fitted uppers rapid and easier on the operator... simplify and speed up relasting? Now such a last is available in Slide-O-Matic and here's what present users have to say:

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No notch in the cone, no opening in the bottom of Slide-O-Matic gives unbroken supporting surface for proper settling of material to the wood... aids shape retention.

way through. Without it, relasting would be practically a hopeless job for us."

Every Slide-O-Matic user reports benefits which have improved his production, speeded his lasting operations or controlled his costs. For example, manufacturers of slip-lasted shoes can shorten the last, turn platform covers and reclose the last faster than by any other technique.

What Slide-O-Matic is doing for many types of shoe making, it can do for *you*. Write for literature or ask your United Last representative to call.

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A. J. & J. R. COOK, INC., LOS ANGELES and SAN FRANCISCO • HARRY BLOCH, HAVANA, CUBA

HERE are some fresh ideas on "indoor foot-wear" for men, something new in Everetts. They are of soft-sole, platform construction, can be made of either heavy or light leathers. Four of these models are unlined, one lined. Emphasis is on the Moccasin theme, especially the "hand-stitched" types now made by machine practicably and easily.



A

Men's Everett slipper, with platform and soft sole, unlined, and concealed gore.

B

Men's Everett, platform and soft sole, lined quarters only.

C

Men's platform scuff, soft sole, open toe.

D

Men's platform scuff slipper, soft sole, open toe, backless.

E

Men's Everett, platform, soft sole, unlined.





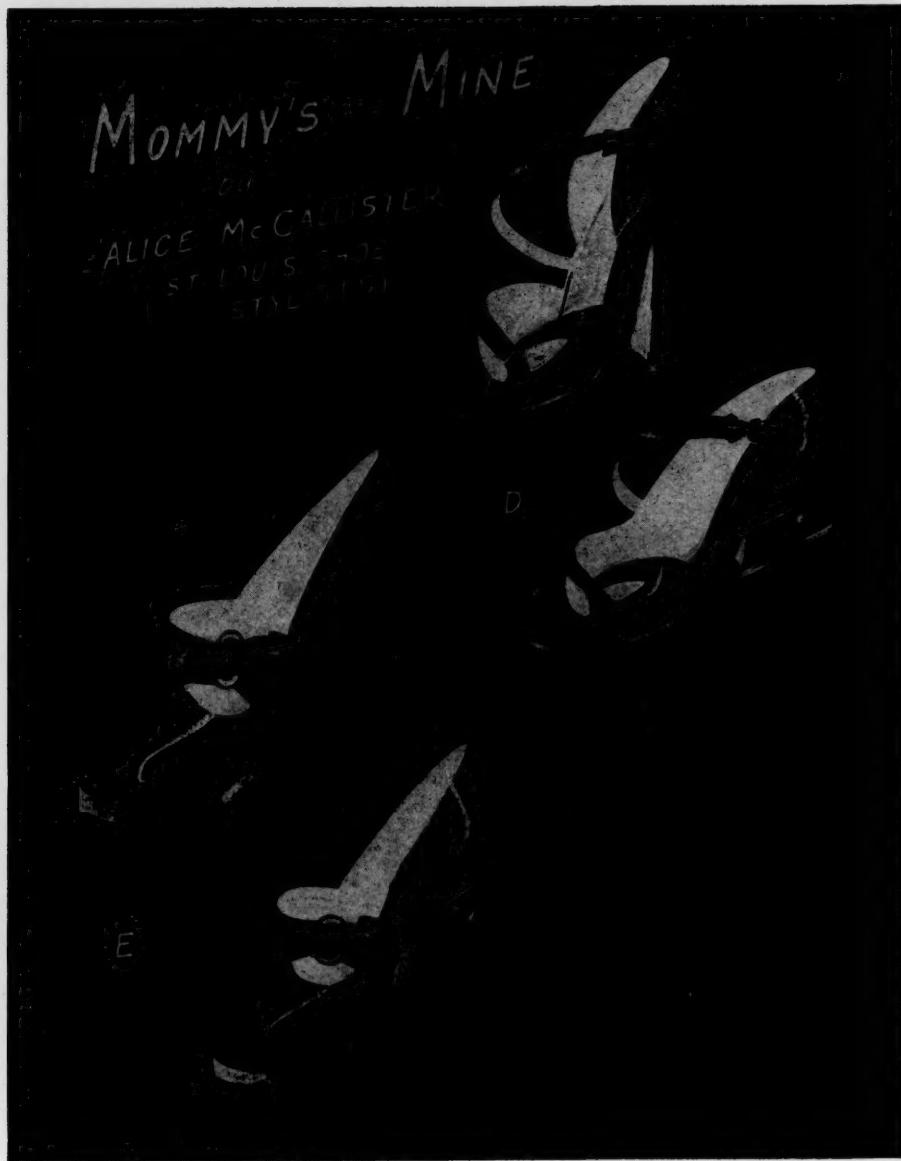
A. Shell outline in black suede. Note the subtle addition of the strap in the child's shoe.

B. Spectators in brown suede with brown calf tip and foxing, square throat. Wide strap on child's shoe.

D. In black patent, asymmetric strap and vamp treatment — the vamp piped in white with large cutouts on outside only.

C. Alligator walking shoes with smart decorative effect on instep and vamp, with gore beneath.

E. Crepe sole casuals, uppers of soft red leather; crepe in contrasting color.



THE theme, Mommy's And Mine, opens wonderful fashion and sales opportunities. The little girls' shoes are beautiful and clever adaptations of adult's. In some they are virtual duplicates, but in others—where extra caution must be given to fit and practicability—subtle use of straps are made—as in A and B. From a sales viewpoint—because both mother and daughter are pleased and flattered—how can it miss?

Fancy
Fashionable
JOSEPH DAVIS BOSTON



SEASON after season the pump leads the popularity list. The coming season shows no sign of change. But to retain popularity the pump must undergo subtle changes in treatment to create the "new" and "different." Here are five exquisite models which more than fulfill this demand, not only through delicate and graceful lines but with the subtle, tasteful treatments applied with drapes, knots, slashes, cutouts and off-sided effects.

- A. Simple pump with soft draping forming cutout and accentuated with tiny knot. Suggested in soft suedes.
- B. Shell type pump with side interest in form of cutouts formed by scalloped collar.
- C. Offsided throat, open outside shank pump with trim collar of faille, satin or reptile.
- D. New version of regent pump—suggested in calf with suede vamp.
- E. Piped slashes give a smart new look to an otherwise plain silhouette.

Ladylike Loveliness



Beautiful shoes created in Kid
are leather-perfect. Supple softness,
feather-lightness and foot-cradling
comfort make them entrancing
to the eye, a caress to the foot.

Truly, there is a ladylike loveliness
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THE most dramatic shoe of the year, says Salvadore, will be the pump trimmed with draped and piped bows. Not just ordinary bows but specially created bows with a smart airy look centered at the vamp to enhance the dressy effect of the shoe. The naked pump has an "ordinary" appearance. Attach a smartly designed bow and it suddenly acquires individuality and distinction.

A. 14/8 walking shoe with cutout on vamp and bow; saddle stitch on bow to matchstitch on sole edge.

C. In allover black calf; draped bow with gunmetal piping.

B. Low - side pump, cutout on vamp and bow; draped bow with blue patent piping; shoe in allover blue suede.

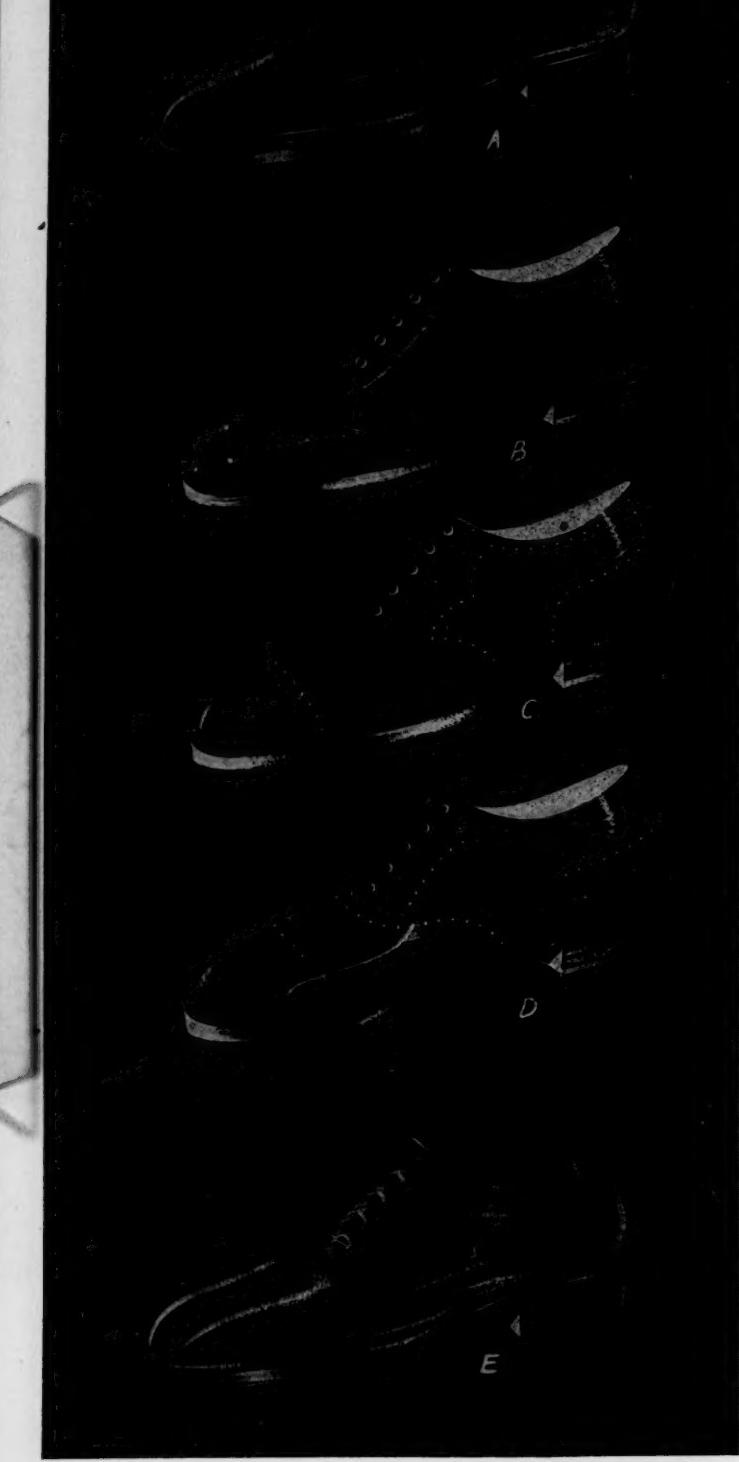
D. In allover black suede; cutout on vamp and bow achieves airy look.

E. In black suede and calf. French binding on edge of shoe and cutouts. Black calf round cording bow.



- A. Dressy strap on shell pump base; wall last, scalloped overlay effect.
- B. Envelope vamp, wide instep with unusual quarter treatment; black calf with grey saddle stitching.
- C. High-riding step-in with side buckle adjustment; pin-tucked calf.
- D. Wall last, open quarter, semi-mudguard tip, cross lacing on vamp; black suede, black calf trim.
- E. Wishbone strap with loop ornament treatment, spade sole; in brown calf with beige stitch.

ALL advance reports say "extension soles are terrific for Fall." And especially on tailored type footwear. Here designer Al Lewis combines these two fashion features in a smart array of Fall originals in heels 14/8 to 17/8 utilizing a variety of effects: wishbone straps, sabot straps, high-riding fronts, closed or open toes—and all with fresh, imaginative buckle adjustments.



THE trend toward lighter weight men's shoes is expressed in these models. Fit-tings are not as extreme as in seasons past—though they are present, but in subtler applications to give the trim, dressy appearance. Tips are varied here — straight, U, short wing, pinked. The U tip and short wing tip are expected to hold a particularly appealing sales note next Fall.

A. English circular lace oxford, U tip, foxing and collar; suggested in burgundy.

B. Seamless lace oxford, lace stay and short wing tip.

C. Semi - raglan nose blucher designed with panel quarter marker.

D. Foxed lace oxford with fancy tip, foxing and collar.

E. Seamless round nose lacestay blucher; suggested in tan.

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tion of an extension sole shoe might come a government directive prohibiting such soles. The producer is stymied, is thrown for a loss.

Yet retailers are insistent in demand for "new" styles as necessary to maintaining or increasing sales turnover. How to play it safe is the problem. So look for a "trend" toward simplicity--for instance, more pumps than ever; and lots of sandals.

Fewer low-priced lines in the picture. The new government ruling on prices based on allowing a certain retail markup gives the retailer more percentage of margin on higher priced shoes. So tendency will be to give up more of the lower-priced types. This doesn't mean that plenty of low priced lines won't be sold. Just that the tendency will be to carry lines allowing better percentage of markup and net more dollar volume.

Closed toes and backs will dominate the women's field for Fall. However, lasts on these toes will be slightly longer--1/32 to 1/16 inches--to give a feeling of toe comfort existing in open toes. But on closed fronts and backs look for plenty of opened-up effects elsewhere--vamps, sides, quarters. This is going to be a "compromise" shoe season--half open, half closed.

It's a runaway pump season--with sandals a fair second. Pumps for two reasons: (1) they're in big style demand; (2)

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shortages and restrictions make pumps a "natural" from all angles. Easy to make, has versatility of style possibilities, simple material requirements, etc. Sandals for similar reasons, though running second in popularity.

High-riding fronts. Saddle and tongue effects, with an infinite variety of treatments. But in these shoes almost always an open vamp (cutouts, stripping, mesh, etc.), and low-cut sides.

Extension soles on tailored types are much in demand in dressy walking shoes. The problem, as cited before: will government restrict leather extensions? If so, you'll see lots of them, white-stitched, fancy-heeled, square-tipped. Platforms are now wafer-thin, $\frac{1}{4}$ inch at most, many $\frac{1}{8}$. Very popular.

Stripping treatments show little sign of decline. New effects still being devised on vamps and quarters, lattice treatments on sides. More sabot straps in the picture--but anklets and wrap-arounds tending to decline.

Mesh, of course, continues terrific. Will be just as terrific for Fall--but depends upon supplies. Nylon very tight now, may be restricted entirely later.

Shell vamp continues to hold its own, though not in the naked silhouettes as before. Circular or rounded throats are destined for a bigger role, with V-throats also well up front. Other throat lines, too--but in lesser roles. V throats will carry very low-cut sides, will be seen on all types--oxfords, sandals, pumps, etc.

Piping and trim effects will be used to dress up pumps

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and simple dress types. For example, use of piping around heel seat line. Use of narrow braid--especially as trim on pumps--will also be prominent. Wide leather binding in contrasting materials or colors likewise looks strong.

Elasticized types are moving up fast--especially with pumps due for a bigger-than-ever season. Elasticized open backs; the back is cut shorter, but stretches, creates an excellent fit. Dressy gore stepins will get a big call for Fall. With mudguards, panels or aprons, resembling a dressed-up moccasin, in combination materials (calf-suede, etc.)--and lots of blue. Current problem concerning elasticized materials is--how will rubber shortage affect supply?

More California or slip-lasted type than ever coming up. Some of it motivated by government controls, price ceilings, material shortages, etc. Californias require less leather, are cheaper to make, can be better adapted to price ceiling requirements.

In men's styles--look for a return of the thick, heavy soles. Especially in lower priced lines. There is a belief that men are looking for more shoe for their money; especially the younger men who actually set the styles. However, soles will not go to extremes--not triple but double soles. As to materials, the midsole of second or third grade leather, the outsole of long-wearing synthetic. That is, these soles will not infringe on military leather requirements.

Heavy brogue types will be up front. Again in the "popular price" grades. The fittings will simulate the heavy look through pinking, stitching, large plastic eyelets. Perforations in these lower grades, however, will tend to decline--an economy measure.

The trend toward the plain uppers and lightweight shoes will continue in the higher grades. Plainer fittings, single soles. However, some double soles will be seen in these grades, also--though not as thick as in the less expensive types.

The military influence is already showing up in shoe styles. A rapid trend toward plain toes, bluchers, in two-eyelet ties. Some gores on these patterns, too--called "military stepins." You'll see some in black--to comply with military uniform regulations, such as for airforce blues.

Suede will continue as an important men's shoe for Fall. Mostly in blue. And more with alligator tip, saddle and foxing, some with light platform with smooth leather or reptile wrapper, or with mudguards

Gore types are also in solidly. These no longer considered as "seasonal" shoes but as year-round types. Mostly single soles, but some with double. Designed for dress or business wear. Finger gores in first place--this type gore contributing something to the design or style factor of the shoe. However, a supply problem for these shoes--how rubber restrictions will affect supply of goring.

U-tip fronts are a big style note in men's Fall shoes. On all types--suedes, gore stepins, conventional bluchers and bals. Many variations of these U-tips--plain sewn, pinked, perforated, etc. Short wing tips are also getting some play--especially on the lighter weight, better grade shoes.

LITTLE sister's shoes are getting dressier, smarter, yet are retaining all the essential demands of comfort and fit. Here is a combination of high-riding outlines with smart new features, suggested in contrasting colors and leathers. Straps contain infinite possibilities in fresh ideas veering away from the conventional, yet retaining the practical. And more use of goring, too, for easy adjustment and conforming fit.

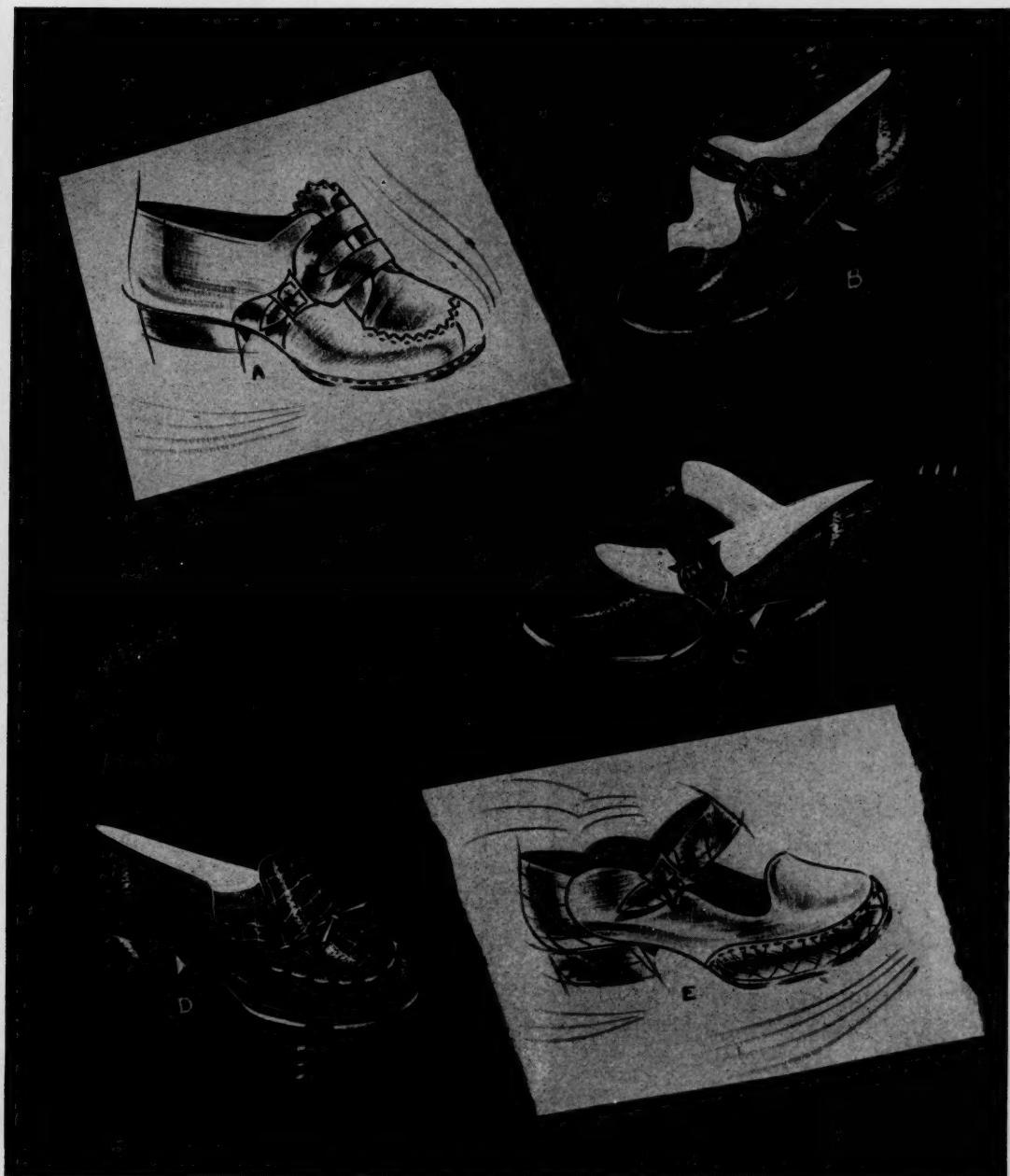
A. Extension soled blucher oxford — side leather with suede plug and saddle-like strap.

B. Smart split one-strap with saddle effect — shoe in contrasting leathers and colors.

C. Round throat D'Orsay outline, wide asymmetrical strap. Note unusual stitching.

D. Novelty slashed gore adjustment on oxford - height silhouette. Extension sole, leather lacing for trim.

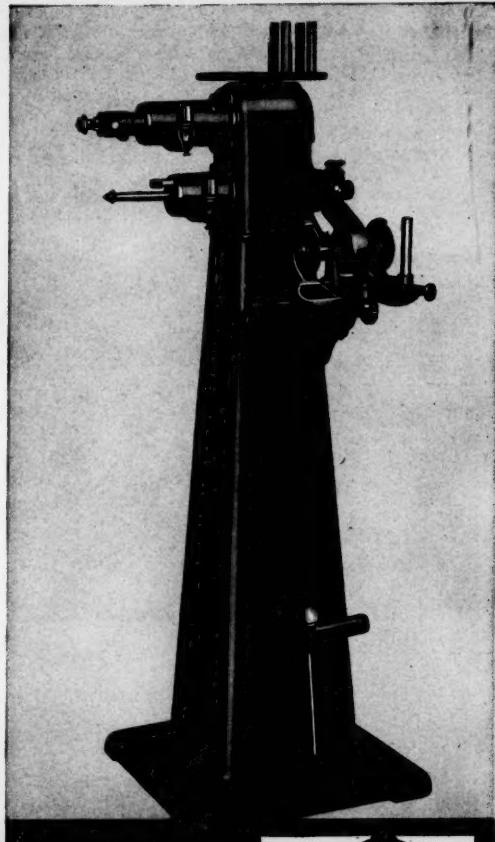
E. Alligator-calf trim on this suede or calf base to create a new outline for youngsters.



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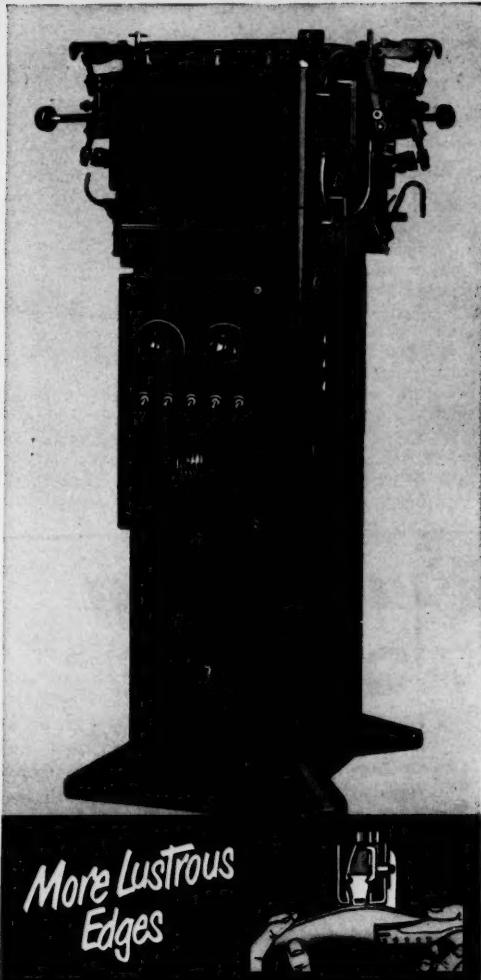
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ISMC Sole Edge Inking Machine—Model A

This machine offers *for the first time* superior mechanical inking of attached sole edges. The controlled ink flow results in more uniform inking and better finished edges. Results in greater cleanliness, too, with savings in the Bottoming, Treeing and Packing Rooms. Look for these advantages over hand work, particularly on women's close edge styles where the machine makes possible substantially more volume.



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This new machine is smoother 3 WAYS—in operation, in appearance and in the edge it produces. The iron makes 5600 strokes per minute—2200 more than preceding models and the shorter stroke greatly reduces vibration. Sets better edges more rapidly and with minimum operator effort and fatigue. Has balancing system for quiet operation. Either side of the machine can be shut off when not in use, thus reducing wear, maintenance and power consumption.

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NEWS QUICKS

About people and happenings coast to coast

Massachusetts

• International Shoe Machine Corp., Cambridge, has announced three new appointments. Tryge Gulbrandson, widely-known in engineering circles, has been named chief designer of the company's research department. Gulbrandson was with United Shoe Machinery Corp. for 26 years and was associated with the Boston engineering firm of Barkley & Dexter for the past five years. Charles Carr, formerly superintendent of Fleisher Shoe Co., has been placed in charge of methods, and Rodman Demers, formerly a model man with

C. S. Rudberg & Co., Inc., Boston, has joined ISMC's pattern department.

• Bill Frazer, formerly with Day-Gormley Leather Co., Boston, has joined Geilich Tanning Co., Taunton, as sales representative. He will cover the North Shore area.

• New England Shoe and Leather Association reports excellent bookings by shoe manufacturers for display space at the forthcoming Association-sponsored **Boston Advance Fall Shoe Showing**. The event will be held April 15-19 at the Statler and Touraine Hotels in Boston. The show is aimed primarily at shoe jobbers.

• Headquarters of Lissak & Co., casuals manufacturer, are now located at 120 Sawyers St., New Bedford. Both plant and offices have been completely removed from their former address at 53 Spark St., Brockton.

• Normandy Shoe Co., Inc., has received approval from the Massachusetts Department of Corporations to manufacture footwear at 111 Lincoln St., Boston. Arnold Felton is president and Benjamin S. Freeman is treasurer.

• Belco Shoe Co. at 703 Washington St., Lynn, has changed its name to Breed Sandal Co., Inc. John Kosian is president and Abe Tetenman is treasurer.

• Ace Shoe Trimming, Inc., has been organized to manufacture shoe

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supplies, including counters, toplifts and innersoles, at 31 Wingate St., Haverhill. Kiki Vazanos is president, Anthony P. Colantoni is treasurer and Stephen A. Colantoni is assistant treasurer.

• **Wall-Mac Shoe Co., Inc.**, has been organized to deal in shoes and parts at 54 First St., Brockton. Paul R. Levine is president, Joseph McDonald is vice president, and Bernard Levine is treasurer.

• **Fortuna Shoe Co.** will deal in shoes and parts at 212 Essex St., Boston. President is Munroe Cohen and treasurer is Frederick A. McLaughlin.

• **Classical Girl Shoe Co., Inc.**, will engage in manufacture and sale of footwear at 278 Broad St., Lynn. Louis Clayman is president and George L. Clayman is treasurer.

• **George A. Butts**, vice president, treasurer and director of Winslow Bros. & Smith Co., Norwood, has been elected to the board of directors of the State Street Trust Co. of Boston.

• **Bell-Roy Footwear, Inc.**, has begun operations at 133 Merrimack St., Newburyport. The firm will manufacture shoes and boots as well as slippers. Saul Belinsky is president, Roy Caspler is treasurer, and Gertrude Belinsky is clerk.

• The National Labor Relations Board has set aside election held Nov. 20 at **Heywood Boot & Shoe Co.**, Worcester, which resulted in rejection of representation by United Shoe Workers of America, CIO. The union filed a complaint against the company of unfair labor practices immediately after the election.

New York

• **J. Herbert Babcock** has been elected a vice president of **Hooker Electrochemical Co.**, Niagara Falls. He will be in charge of development and research. Other appointments made recently at the annual meeting of the board of directors were **Charles H. Winkler** as assistant treasurer and **Thomas F. Willers** as comptroller. Babcock has been with Hooker since 1916 and became manager of development and research in 1943. He has been director of this department since 1949. He is a member of the American Chemical Society.

• Shoe boxes made for I. Miller, Capizzi, Bonwit Teller, Lord & Taylor, Cinderella of Boston and the Evins Co. have been entered in the 1951 Set-Up Paper Box Competition sponsored by the National Paper Box Manufacturers



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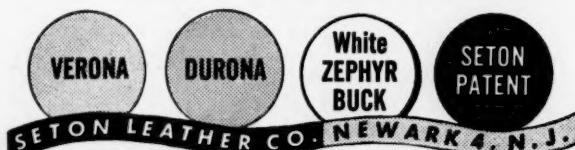


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Association. Also entered are Johnston & Murphy and the Children's Animal Slippers used by Langeman Shoe Co. Winners will be announced June 4 and awards presented the next day at the Association's annual meeting in Atlantic City.

- **Playtot Slipper Co., Inc.**, has been organized to manufacture children's slippers at 101 W. 37th St., New York City. Isidore Faber is principal.

- **Capri Shoe Corp.** is now making ladies' Compo shoes retailing from \$10.95-\$18.95 at 281 Grand St., New York City. The firm was recently incorporated by Edward T. Tykets.

- Judgment in the amount of \$41,199 has been entered against **Maxine Shoes, Inc.**, footwear manufacturer at 262 Canal St., New York City, it is reported.

- **William T. Tuerke** has been elected president of the **National Luggage Dealers Association**. John I. Fullerton is vice president.

- **Anne Berwald**, formerly of Honcybug, Inc., has joined **Allied Purchasing Corp.** She will handle slipper, play shoe and rubber footwear dealings.

- **Theodore A. Kohn** has resigned as vice president of A. P. Silk Co. to establish his own fabrics firm at 138 W. 31st St., New York City. The firm, known as **Tedko Fabrics Corp.**, will handle novelty silks and rayons.

- **Embassy Footwear Corp.**, Brooklyn, is in process of liquidation. The firm's manufacturing facilities have been purchased by **Garfolo Footwear, Inc.**, newly-organized firm.

- **Wear Best Footwear**, Brooklyn, reports its first and final dividend has been mailed to creditors.

- **Chesterfield Shoe Co., Inc.**, has been organized to manufacture footwear at Peekskill. Principals are Philip Byer, president; M. Kaye, vice president; and H. Charmatz, treasurer.

- **Riviera Shoes** has been organized in Brooklyn to succeed D. Mangardi Co., Inc., women's dress shoe manufacturer.

- **William Levine** has joined S. Rosen & Son, Brooklyn, as production executive. Levine was formerly associated with Desco Corp., Long Island City. The firm makes popular price soft sole California process shoes.

- **The New York Superintendents' and Foremen's Association** has appointed the following committee chair-

men for the 1951-52 business year: Hyman Glusker, Yearbook; Charles Dinolfo, Journal; Pat Pisano, Dinner; Lou Hyman, Entertainment; Larry Engel, Education; I. William Levy, Employment; Nicholas Serino, Charity; Joe Welsh, Publicity; Paul Stuart, House; Moe Rosner, Sick; I. William Levy, Welfare; Jules Schneider, Budget; Paul Stuart, Investigation; Guy Barile, By-Laws; and Joe Goldsmith, House Rules.

• **Raymond A. Mills**, vice president of Endicott-Johnson Corp., Endicott, has been elected a vice president of the Quartermaster Association. He is chairman of the Leather and Footwear Industries Group.

• **Louis G. Morris** has been appointed advertising manager of Endicott-Johnson Corp. He succeeds Joseph J. Ward, who died Oct. 31. Morris has been with the firm since 1935.

Illinois

• **Florsheim Shoe Co.**, Chicago, has obtained a loan of \$2,500,000 from the Central Hanover Bank & Trust Co. on two and one-half percent notes maturing Jan. 15, 1961. The company reported to the New York Stock Exchange that it applied \$1,746,405 to the retirement of other bank debts and the remainder for inventories and general corporate purposes. Under terms of the present loan agreement, the company may borrow an additional \$1,500,000.

• Top officials of CIO United Packinghouse Workers and AFL Amalgamated Meat Cutters and Butcher Workmen of North America have reached an agreement with Swift & Co., Armour & Co. and Cudahy Packing Co. to boost wages nine cents per hour subject to the approval of the Wage Stabilization Board. The agreement, to become effective, must have approval by the WSB by March 25. It is expected the agreement will set an industry pattern and provide similar raises for more than 220,000 workers in all packing plants.

Wisconsin

• **Howard A. Bauman** has been elected president of Enger-Kress Co., West Bend leather goods manufacturer. He succeeds the late O. P. Klein. Lee B. Miller was named vice president in charge of sales and A. E. Pischke re-elected secretary-treasurer.

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SAMPLES ON REQUEST

CALF IS FASHION

(Concluded from Page 12)

smart leather but it has wearability. Calf shoes do not lose their shape. Calf is also less scuffable than any other smooth leather and polished calf shoes are the correct fashion for daytime use.

Fashion in shoes for the coming fall will not call for new bright colors. What will be more important is that the right types of shoes in the right leathers be merchandised for every occasion. Shoe designers and manufacturers must style and merchandise their lines with that thought in mind. Calf has come into its own as a high fashion leather, and shoes with fine detailing to accentuate the beauty and character of the leather, have never before had the potentialities for fall promotions that they will have this coming season.

As for shoe colors for fall—of course black will predominate. In reverse, there has been a shortage of well-styled polished black calf shoes in the retailers' shelves and much added business can be gotten with well-rounded stocks in this category.

"PODOMETRICS" IS NOT A CHINESE WORD...

It's a new shoe science dealing with lasts, shoes and feet. A new book: PODOMETRICS — A New Dimensional Approach to Lasts, Shoes and Feet. What's wrong with the shape and fit of today's shoes—and what can be done about it. Nineteen thought-stimulating chapters, 100 illustrations. Price \$2.50. The Rumpf Publishing Co., 300 W. Adams St., Chicago 6, Ill.

In line with the fabric houses' prognostications, costume browns are due for a definite rebirth. A new, warm brown calf has been developed, called Chestnut. It is a neutral brown and a young color. Chestnut is not only correct with the strong family of fabric browns, but it is the perfect accessory color with the important fabric greys, greens, reds and coppers. It is particularly smart and high fashion with black or navy. It is so much the perfect color that there is no shade in ready-to-wear with which it is not correct.

Blue calf, of course, will continue through the fall season as it is now accepted as a basic for all-year-round selling. Red calf for fall will be best in tailored types, and country and casual shoes, especially if antiqued in black, or perhaps contrasted with black calf.

Cognac calf, in the Army Russet family, remains the ideal calf color for tailored shoes, and here again, a touch of black calf lends interest.

Cordovan calf is smart with the navys, greys and vintage colors in ready-to-wear, but is a promotional color for early selling.

Cafe or Manoa Brown calf is not completely out of the picture. Its importance has diminished but it is still good in Mama and basic types shoes.

There should be some interest in green calf but we feel that Chestnut

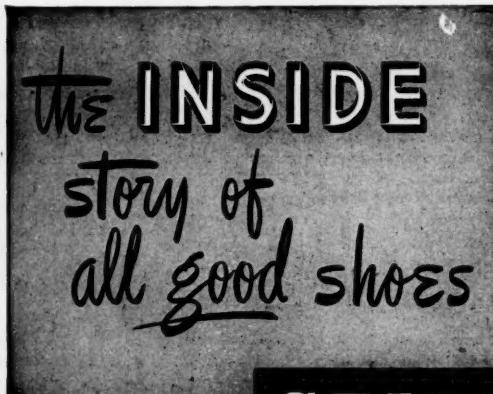
will accessorize the green clothes more satisfactorily.

As in the clothes silhouettes, shoe styles too are in the midst of a fashion cycle. We can look for no revolutionary trends in shoes but there will be some new interpretations of accepted shoe styles.

PUMP STILL NUMBER ONE

The pump is still the number one shoe fashion and at the risk of redundancy, I repeat, the polished calf pump will take on increased importance—the pump of polished calf with fine detailing to bring out and enhance the beauty and character of the leather. A new interpretation of the pump is a high riding effect manifested in either shallow tongues or low one eyelets. The spectator calf pump has been contemporized. It is no longer the heavy brogue. Today the spectators are delicate and feminine with slenderized heels. They carry a simple tip of mudguard and remain light looking throughout. Even the tailored wall last calf shoes are getting lighter looking and daintier. No longer is the heavy moccasin a "must." These shoes are smooth in line and definitely softer looking.

Style-minded women have been asking for smart, flattering shoes in heel heights from 18/8 down to 14/8. Dressier and more delicate styles in calf on this new range of heel heights must result in increased sales.



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★ **Tufroe**
TIPPING

KID GOES COLORFUL

(Concluded from Page 14)

ual and back-to-school footwear at least one green is a must. That's why a clear green, for example, Pineapple, makes its debut.

Standby Maple returns. It swings from Fashion to volume and return by the season and its oft reputed demise again postponed. French Mocha (TCCA), on the taupe-y side, has adherents to its neutrality—a go with for blues, browns and greys. Rust, making a Fall return in most suit and casual lines, gets the nod in Spicetang (TCCA) in suede and with most kid tanners doing more muted tones in smooth and crushed finishes.

The oranges of Spring are followed into Fall by fleecy soft Bittersweet and Pumpkin, particularly spotted for casuals as is a new light Goldfinch. The mauve to purple story of Spring bears repeating in several tanners' lines in a clear deep purple, especially for pumps.

Coordinated Color Programs

With Spring not over, it is already evident that color influenced sales, made even skeptical buyers plan coordinated color programs. The colored kid pump, the dainty sandal in pastel hues in ombres, cannot be discounted as another season approaches. In ready-to-wear it was the sheath dress that made the fashion headlines. In footwear it was the soft kid shoe in the gamut from casuals to wispy sandals, and it was confined to no price line. Even if colors should be cut to a bare minimum, women will be looking for a continuation of those slim flattering lines that they found in the lightweight kid shoes of Spring and Summer.

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REPTILES

(Concluded from Page 18)

of appropriateness is not necessarily a subtle one. Knitted suits and dresses, the liking for the costume that often combines two or more fabrics, soft but interesting tweeds and flecked wools will probably have brisk selling in the next year.

Textures Complemented

Reptiles complement these textures and clothes beautifully. For, while smooth leathers are wanted, even lizards are now developed with a rich, high gloss. Combined with the duller under-surface, the effect is handsome and particularly satisfactory at the present time when an appearance of opulence is desirable. There is little question that the reptile shoe has a quality look.

Undoubtedly the styling of reptiles, which has made favorable strides from a fashion angle in spring and summer footwear, will affect them for fall. So much can be done in this line. We see current examples in elegant shoes with fine attention paid to detailing; soft draping of Snakeskins; delicate trims in the form of contrasting stitching; narrow piping of contrasting leather on Lizards.

Combination of Materials

Combination of materials is a most effective manner of treating reptiles, not only to cut costs, but in high-styling of patterns. This should be increased for fall, in the dressiest types as well as tailored shoes. It has already been demonstrated this spring in combinations of mesh with Snakeskin, Lizard with smooth or patent leather, Reptile with fabric. The way in which reptile is handled makes all the difference in the fashion appeal of the shoe and any shortages of other leathers will surely find more manufacturers learning to cut reptiles to best advantage.

Color has of course been of major significance in spring reptile footwear. This will be tempered for fall, but some effect is notable of the current call for clear, sharp tones. A slightly brighter than Cherry Red is one example of this. Some of the lighter, neutral tones are also expected to continue good, such as Beige, Maple, Amber. The entire brown family is in the spotlight with particular emphasis on a group known as Autumn Russets. This includes a deep, beautiful Spice tone, lovely with greys, greens, blues, black and with plaids and tweeds. Cognac

will continue volume and in snakeskins there will be some demand for the dark brown close to Manoa Brown on the Color Card.

Blue undertones are significant in greens and greys and will be seen in lovely deep Woodland greens and includes the very dark Verdigris. Two greys, Cloud Grey in Lizards for a deep, blue grey and a wearable grey to blend with Mariner Grey on the Color Card, although considerably lighter in tone, should be watched.

In Snakeskins, the deep colors are due for a play and it should be noted here that Snakeskins are enjoying in-

creased demand. Karung Snakes, because of new tannage which gives a smooth, glossy surface and a complete new range of colors, with dark natural markings eliminated, are wanted. These give a very desirable grained, almost Lizard-like appearance.

In Cobra Snakes, watch Claret, Cognac, Parkway Green, Navy, Black as well as clear blues, greens and reds. A rosy Fuchsia tone should be good in this commodity. Black, the glossy black of Lizard and the high-polish black of Snakeskin, grows steadily stronger in popularity.

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PATENT

(Concluded from Page 19)

in Patent, used in both monochromatic and contrasting combinations. The new bright-colored Patents have a jewel-like quality which makes them exciting news for evening and dressy "at home" shoes. Black Patent Leather will continue to be the perfect bright black complement for a wide range of mixtures and solids for day, and will add the right touch of jet for cocktail and evening fashions. Brown, navy and cordovan colored Patent Leathers will complement their own range of fabrics, and will often be seen in combination with other leathers and materials.

Colorful For Kids!

Terrific for Fall—"Candy Colors" in patents for kids' school and party shoes. You'll see them in Blueberry Blue, Taffy Taffy, Mint Green and Cherry Red. Mothers and children are delighted with the colorful glisten of these new patent leather shoes.

Shoe designers have discovered Patent Leather's natural affinity for texture contrast, and are using it in combination with smooth or sueded leathers, as well as on silks or woolens. And, so we will see Patent again riding the crest of the new wave in fashion for combinations in shoes and accessories. Continuing the smart, wearable spectator fashion, Patent will be used as mudguard or tip and heel on calfskin, kidskin, suede, and reptiles, as well as on the currently favored fabric shoe—in its Fall and Winter gabardine or flannel version of the shoe we wore in mesh or shantung or linen during the Summer months. The new high-riding shoe will look newer still in Patent.

1951 is a year when unexpected materials turn up in familiar shoe styles to give us a completely new look in footwear. Patent Leather will be worn round the clock, combining with rich, lustrous silks (moires, failles, brocades, and satins), for late day—and in colors such as can be achieved only in Patent. That is the real advantage of this new look in leathers—the versatile way they have of pointing up the neat clip of a tailleur, or being the perfect foil for the richest silks in more formal, dress-up fashions.

Deaths

Frank M. Vogler

... 59, shoe machinery agent, died of natural causes Feb. 12 in Milwaukee. He was an agent for United Shoe Machinery Corp. in the Milwaukee territory. A native of Minnesota, he moved to Milwaukee in 1941. Surviving are a daughter, Mrs. Elmer Zimdars; four brothers, Leo, Jerome, Lawrence and Ambrose; and two sisters.

Harry Buehler

... 66, retired leather executive, died Feb. 9 in St. Louis after a long illness. He was a retired executive of the Atlas Leather Manufacturing Co. of Caseyville, Ill. He leaves his wife, Augusta; and four sisters.

James D. Piggott

... 65, retired hide inspector, died Feb. 10 at his home in Chicago. He had retired two years ago after 38 years as hide inspector for the American Oak Leather Co., former Cincinnati tannery. He leaves a sister, Mrs. D. E. Meany; and two brothers, John and Joseph Piggott.

George W. Stacey

... 97, retired shoe superintendent, died Feb. 12 in Cincinnati, O., after a long illness. He was superintendent for many years of Julian & Kokengen Shoe Co. when that firm was located in Cincinnati. After retirement, he was employed as a city inspector in the city of Norwood, O. He leaves two daughters and four sons.

Samuel Joseph

... 45, shoe superintendent, died suddenly Feb. 13 at his home in St. Thomas, Ont., Canada. Death was attributed to a heart attack. Joseph was superintendent of the Medcalf Shoe Co. at St. Thomas. Before moving to St. Thomas about 25 years ago he was employed in various U. S. shoe factories.

Joseph Hyland

... 68, shoe dealer, died recently at his home in Madison, Wis. Well-known throughout the Mid-West trade, he had been vice president and secretary of the Huegel-Hyland Co., Madison shoe wholesaler, for many years.



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WOMEN'S FALL COLORS

(Concluded from Page 24)

cially in yellowish tonalities, aqua and duck shades, orangy copper, amber and topaz, and misty greyed blues.

TURFTAN (for town and country wear) . . . Recommended again as a popular russet shade to go with tailored clothes in navy and medium blues, beiges, rust and coppery tones, greys and greens.

PARKWAY GREEN (for town and country wear) . . . See notes in Suede Leather group.

CLARET (for town wear) . . . The continued style appeal of this sparkling vintage red renders it an ideal complement to medium and darker greys, as steel, slate, charcoal and carbon types, taupes, neutral sandy beiges, smoke blues and navy, and greyish or bluish greens. Also harmonizes beautifully with rosy tones, garnet and burgundy reds.

FLAGSHIP BLUE (for town and country wear) . . . See notes in Suede Leather group.

ADMIRAL BLUE (for town and country wear) . . . See notes in Suede Leather group.

CHERRY RED (for town and country wear) . . . Receives further fashion approval as a sprightly medium red for wear with the beige, blond and natural range, greys, soft greens, smoky rose shades, slate blues and navy.

RUSSET GLOW (for casual and country wear) . . . Dashing new orangy tan of reddish undertone, contributing a spirited note to greys, neutral beiges, blond and ivory tones, navy and greyed medium blues. Also

a lively accent to harmonizing orange, persimmon, paprika, tabasco and lacquer shades, and lime, mint and emerald greens.

GOLDEN WHEAT (for casual wear) . . . This sunny burnished tone is again featured in sports and play shoes, especially for cruise and southern wear. A preferred shade with white and off-whites, as ivory, cream, blond and natural, honey and golden beiges, lemon, lime, aqua and other pastels, as well as vibrant sports hues.

GINGERSPICE (for casual wear) . . . Enjoys continued style acceptance as a warm tropical tan, keying harmoniously with tawny spice hues, mustard and saffron tones. Also interesting with pumpkin, burnt orange, golden ochre and topaz shades, turquoise, peacock and other greenish blues, butterscotch and caramel beiges and the gamut light and medium greens.

GREEN PEPPER (for town and casual wear) . . . See notes in Suede Leather group.

BASQUE RED (for town and casual wear) . . . The strong emphasis placed on brilliant reds again brings this lively tone to the fore as a bright complement to greys, sandy beiges, navy and medium blues. Also much used as a gay foil to resort and cruise clothes in white and off-whites.

Note: BLACK leathers have their usual basic importance in fall and winter footwear. In addition to their adaptability with costumes in black, grey, taupe or red, they are especially significant as a discreet dark accent to the fashionable violine gamme, including cerise, magenta, fuchsia, amethyst, violet, plum and eggplant tones.

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MEN'S FALL COLORS

(Concluded from Page 27)

BRIAR ROOT . . . Endorsed as a new brown tone for pebbled and Scotch grains on calf, veals, kips and sides, in lined and unlined weights for town brogues, campus types and full brogue sports models. Also favored for genuine alligator and for alligator grains on calf or kips, in town shoes of regulation quarter brogue and plain toe blucher types. The staining finish is used on heavy grainings, while highly polished bootmaker finish is applied to reptiles.

Brushed Leathers

Town and Country Wear

PRAIRIE BROWN . . . Wins further approval as a successful brown for brushed leathers of all weights. Used for full brogue town models in allover brushed leather, also in combinations of brushed with smooth or grained leather in the same or darker shades. Custom grade styles in this favored brown are trimmed with genuine lizard or alligator. Suitable, too, for unlined country shoes in plain toe and moccasin front models.

ADMIRAL BLUE . . . The growing popularity of this classic dark blue during the past year renders it increasingly important for brushed leathers. Much favored in plain toe bluchers in allover brushed leathers, also in moccasin plug and combination styles, with trimmings of matching smooth or reptile grained leathers. Smart for wear with dark oxford greys and blue mixtures, as well as with chalk stripe navy blues.

SLATE GREY . . . Again endorsed as a desirable neutral grey of medium tonality for brushed leathers, principally for allover plain toe blucher and full brogue models. May be used in combination with darker charcoal grey smooth leathers or reptiles, or with smooth leathers in dark blue or black.

Casual Colors

ROCKY TAN (smooth) . . . Maintains its firm position as a good neutral tan for veals, sides and kips in smooth finish vegetable tanned leathers. Well accepted for campus moccasin slipons, seamed vamp and moccasin front casuals and rugged sports types. New interest is shown in this casual tan shade for country and campus style slipons and gored types, for country wide promotion in early fall.

SADDLETONE (brushed) . . . This lively saddle tan version is well adapted to heavy unlined brushed leathers and regular weights. Also used for brushed leather casuals with trims of matching saddle tones in grained or smooth leathers, as well as classic seamed vamp slipons and plain toe blucher casuals. An excellent color for back-to-school promotions in early fall.

DESERT COPPER (brushed) . . . Well established as a successful russet tone for country and campus models of classic blucher and moccasin front styling. Can be used with plug or heavy bindings of smooth leather in harmonizing Tartan Tan. Preferred in allover models, without color contrast. Appropriate for wear with rust, brown, tan, grey and blue sports togs.

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MARKET REPORT—REPTILES

(Concluded from Page 41)

thons have risen recently at origin to price levels well above domestic tanners' views.

Leather prices have settled at fairly consistent levels since the Jan. 25 freeze. Average ceilings based on delivered prices during the period Dec. 19-Jan. 25 find whip snake leather selling around \$1.50 for the 3½ to 3¾-inch skins and \$1.95 for the 4-inch and up skins. Cobras 3½ to 3¾ inches bring 90 cents, while those 4 inches and up sell for \$1.60.

Diamond back pythons are quoted around \$4.00 to \$4.25 per yard, while Boa pythons are at \$2.25 per yard.

Alligator lizard prices are hazy although one tanner has been reported offering at 16 cents per inch. The scarcity of alligators has left this market in a complete fog.

As for the immediate future, price controls have posed the usual problem. The big question remains whether tanners can buy the uncontrolled raw skins at prices low enough to allow a fair profit at ceiling leather prices.

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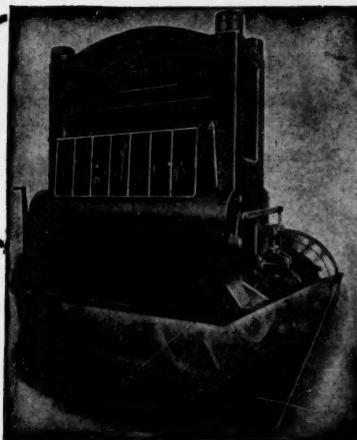
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LEATHER SHOW EXHIBITORS

(Continued from Page 47)

gundy, medium light tan. Wolverine prints in three browns in Spey Royal Scotch and Glenmore Grains. Vegetan Lining Butts in three shades of tan.

In attendance: Julian B. Hatton, Julian B. Hatton, Jr., L. Schaden, M. E. Burr, Geo. O'Brien, L. Powers, M. J. Lenobel, D. P. Shea, Wm. A. Rushworth, Wm. Taggart, G. T. Leavitt, J. L. Leavitt.

John R. Evans & Co. Smooth kid (Peerless) in Manoa brown,

walnut brown, flagship blue, russet glow, Malaga brown, cognac brown, turftan, admiral blue, violet, forest green, dark violet, black "ruby," parkway green, green pepper, cherry red, claret, Basque red, golden wheat, gingerspice, wild plum, Florentine bronze, golden, scuppernong. Suede kid (Evanette) in Manoa brown, flagship blue, spicetang, mariner grey, green pepper, maple, parkway green, admiral blue, French mocha, black, white, wild plum, Florentine bronze, golden, scuppernong, violet, forest green, slate grey, new penny, coppertone, Java beige, dark violet. 24 K gold, silver, bronze in both

Peerless slipper kid and Brogandi. Large selection of Brogandi and Cara in all the favored basic colors for the season. Brogandi is shrunken hand-crushed goatskin. Cara is shrunken hand-grained kidskin. Peerless glazed and suede kid linings in the favored colors.

In attendance: William F. Hickey, Wills T. Engle, J. W. Macpherson, Thos. R. Hickey, A. J. Redmond, Harriett Couplin Porteous, Donald O. Elliott, E. H. Geisler, Don Stephens, Milton Solomon, Jos. Rubinate.

Fleming-Joffe, Ltd. Genuine reptiles including alligators, oriental lizards, Bengal lizards, Calcutta lizards, chameleon lizards, cobra snakes, chouri snakes, ermine snakes, diamond pythons, rock pythons, royal pythons, boa snakes, ampalaguas, and karung snakes.

In attendance: Morris Joffe, Malcolm Fleming, Al Terry, Howard Geiger, Herbert Ochs, Oskar Beck, W. P. Erhart, A. W. Petersen, John G. Freeman, John Metz, Jack Metz, George W. Newman, Jr., Thomas E. Newman, Clarence Roney, Lou Frost.

John Flynn & Sons, Inc. Flynn-tan Gluvshu and Powmoc side leather, Lambshu, Doesuede, lambskin linings in all the wanted colors; army retan and army gusset leather and glove shell horsehide.

In attendance: David Price, Henry Hogan, John Coyle, Thomas Hogan, William Fuller, Raymond Anglin, George Fuller.

S. B. Foot Tanning Co. Military retan and waterproof, smooth sides, various shades of popular colors of corrected elk regular white finish and washable white finish in all weights and size ranges.

In attendance: S. B. Foot, C. F. Dodge, F. J. Leviseur, F. L. Broadbent, D. F. Rimoli, Walter P. Michaels, W. E. Grumbine, Armin Kaufmann, H. T. Tankersley, Paul J. Klein.

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A. F. Gallun & Sons Corp. Aztec, Cretan, Eskimo, Norwegian, Wax Norwegian, Normandie, Viking, Apache, Tooling, French Process Wax, Furniture, Grains, Lining, Domino, Baguette, Mandarin, Bretan, Concord, Lido, Milwaukee, Ebony, Quarterbright, Clyde, Kongo, Pigskin in various colors and black.

In attendance: E. A. Gallun, C. H. Moore, L. F. Davis, K. F. Norris, E. L. Peirce, F. C. Hathaway, S. A. Ely, M. H. Frauendorfer, G. W. Donner, J. G. Mahler.

Garden State Tanning Inc. Calf finish wallet cowhide, solid colors and steerhide; H. C. wallet cowhide, solid colors and steerhide; strap; shoe upper split, lining bend split, lining double shoulder split, lining side split, flexible innosole bends, handbag splits; F. P. suede; finished upholstery hides and deep buffs.

In attendance: Alexander H. Fried, Martin Fried, Zachary J. Dembo, Herman Siskind, Moe Rosner, A. Klastow, Rudolph Tewa, R. J. Larkin, Jerome Goebel, Joseph Kueven, Joseph Oliver, Lew Rothman, Mike Ossoff, Hy Ossoff, Thomas Hayes.

Garlin & Co., Inc. Genuine white buckskin, deer glove for military requirements, genuine alligator skins in sportrust, blue, green, red.

In attendance: Paul Gardent, Robert Clements, Fred Munroe, Walter Schafstall, A. E. Piekenbrock.

Geilich Leather Co. Official colors Cambilene Tannage for men's and women's shoes; complete line of Cambi Soft Leather for women's casual footwear. Scottish prints on Cambi Tannage.

In attendance: Harold D. Geilich, Simon H. Geilich, Herbert Meehan, Roy Frank, Gene Farrel, Donald Elliott, Frank Mulroy, Usher Spellman, Elcanna Petersen, Robert Bedford, William Fraser.

Gordon-Gruenstein, Inc. Complete line of suede splits in black and sixteen colors in men's and women's weights; suede linings in grey, beige and waterlily.

In attendance: Harry H. Gruenstein, Walter Wallison, Fred Salomon, Dave Henwood, Bill Brinkman, Neil Griffith, Jack Iredale.

J. Greenebaum Tanning Co. Retan, waterproof retan, Vegeleen, Vegecrome, Primo, Dresides, Normil, Hampton, dress elk, shoe cordovan, splits in the established and new colors.

In attendance: L. J. Greenebaum, J. S. Lanigan, L. W. Donovan, M. S. Greenebaum, L. W. Keith, L. C. Keith, R. F. Maney.

Griess-Pfleger Tanning Co. Combotan, Lozant and work elk leathers in a variety of men's colors.

In attendance: E. T. Cady, Ted Cady, Wendall Bauckman, T. S. Kiernan, W. V. Kiernan, Robert Windring, Simon Tannenbaum, W. P. Erhart, William Pagel.

Gutmann and Co. Gambola; Embossed Grains; Ski, Gluv and Smooth in all the latest fall colors.

In attendance: D. N. Gutmann, J. T. Gormley, B. Nichols, R. Day, R. Stern, John R. H. Ward, A. Meyer.

Haight and Co., Inc. Middleville Calf, women's weights, full grain in black, admiral blue, flagship blue, town brown, cognac, turf tan, russet glow, cherry red, basque red, pepper green, parkway green, golden wheat. Middleville soft calf in black, blue, brown. Middleville bag calf in black, blue, brown. Middleville natural back calf in black, blue, cognac, parkway green, red, for unlined shoes.

In attendance: Eric N. Meakin, Edgar F. Walker, Thomas K. Meakin, Walter N. Schafstall, Russ White, George H. Curtis, Barnet Terman, Harry Kreech.

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ONE WORD
accurately
describes
BLACKHAWK
SPLITS....

Quality

for

WELDER'S EQUIPMENT

SHOE GUSSETS

WORK GLOVES

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SOFT SOLE



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W. A. Holcomb D. C. Kennedy Co. A. J. & J. R. Cook Co. Horace H. Beaven Co.
Cincinnati St. Louis San Francisco Nashville
Ohio Mo. Los Angeles Tenn.

L. H. Hamel Leather Co. Glazed kid in town brown, black. Glazed lining kid in mocha, water lily, grey, blue, green, pink, beige aniline, beige wine, spec. water lily. Suede lamb lining in mocha suede, water lily, grey. Nu Process lambskin linings in mocha, water lily, grey, blue, green, pink, town brown, black, beige aniline, beige wine, special water lily. Garment leather in marron, beige, buck, red, black, henna, powder blue, kola brown, tangerine, pearl grey, champagne suede; seal brown, walnut brown grain goat, sueded lining kid in mocha, waterlily and grey.

In attendance: Arthur A. Hamel,

George E. Hamel, P. A. Hebert, William G. Blain, Carson A. Stiles, James J. Connor, Henry L. Steskell, John T. Quinn, Ralph Wolf, George T. Leavitt, John L. Leavitt, John G. Freeman, Paul J. Gerwin, George W. Newman, Jr., Thomas E. Newman.

Thomas B. Harvey Leather Co. Suede kid in white, black, brown, admiral blue, maple; kid linings.

In attendance: Thomas B. Harvey, Curtis Harvey, James Foley, Irwin Wehmeyer, Thomas Hartnett, Harry Hoppin, William Garver, August Bischhoff, Henry Coakley, Lawrence Pelzer, Samuel Shapiro, Fred Carter.

Hebb Leather Co., Inc. Spartan, Crestan, Persian side upper leathers in all the popular colors for dress and leisure type shoes. Linings in standard colors, aniline and pigment finishes. Tooling and specialty leathers in all popular colors. Natural full-grain kip sides and calf for tooling and specialty work.

In attendance: George S. Hebb, George S. Hebb, Jr., Guy T. Creese, Selden E. McKown, Francis LaBrache, Walter L. Sweeney.

Hecht Leathers Corp. Reptiles, snakes, lizards in all colors: alligators.

In attendance: William Baumgart, Emil Maier, George Brenner.

Melvin Henkin, Inc. Lining kid and "Nukid" chrome sock linings in all popular shades. Suede kid in black, Manoa brown, flagship blue, maple, parkway green. Slipper kid in black, blue, brown, wine, red, Chrome shoe cape in red, brown, blue, green. Multi color goats and cabrettas in pastel colors. Gold and silver kid. Imported and domestic alligators.

In attendance: Melvin Henkin, Mortimer Sokol, Paul Mont, Louis Halle, Henry Goldschmidt, Allan Shackelford, G. D. Madonna, Bob Lipson, Jr.

Hiteman Leather Co., Inc. Full grain chrome tanned leather in men's and women's weights in blacks and colors. Full grain chrome tanned slipper leather in black and high colors.

In attendance: G. J. Hiteman, R. E. Toye, C. R. Williams, A. Salamatov, C. K. Hardenburg.

Horween Leather Co. Finest shell cordovan for shoes; finest quality grains in popular colors, including tartan tan and briar root. "Its Timber Tanned" and "Chromexcel" calf. Side leathers in retan, waterproof, and combination tanned.

In attendance: Arnold Horween, Frank Hansen, King Barnes, Arnold Albuquerque.

E. Hubschman and Sons, Inc. All men's and women's calf in current shades.

In attendance: Milton Hubschman, David Kohn, Ed Young, Paul Aloe, Robert Slattery, Robert Slattery, Jr., Albert Huesing, Frank J. Kelley, H. C. Korndoerfer.

Hunt-Rankin Leather Co. Infanta calf in women's colors, black, Manoa brown, admiral blue, cognac brown. Velveta suede calf in women's colors, black, admiral blue, Manoa brown, maple, parkway green, spicetang, mariner grey. Bucko calf



Real White SHEEP

Actually Tanned WHITE—Not Bleached

THOMAS A. O'KEEFE

EST. 1897

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SALEM, MASS.

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Leathers of Character
SERVING AMERICAN FOOTWEAR

for durable beauty . . .

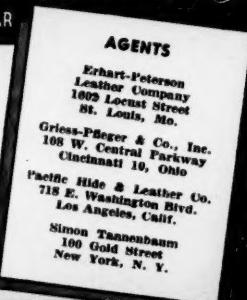
ANILTAN

COMBOTAN

LOZANT

Side Leathers

179-193 SOUTH ST., BOSTON, MASS.



The Gries-Pfleger Tanning Co.

GENERAL OFFICES and TANNERY
Waukegan, Ill.

in women's colors, white, black, light grey, dark grey, maple, admiral blue, parkway green, Manoa brown, wine. Bucko calf in men's colors, admiral blue, prairie brown, slate grey, light grey, white, maple, green, wine.

In attendance: Walter D. Ziegler, Philip K. Pearson, James J. Lenahan, F. Derby Hall, Louis Cousins, Malcolm Shaw, John E. Graham, John C. Stroope, J. Rushforth Garside.

Irving Tanning Co. Irvtan, elk and smooth side leather in turfstan, admiral blue, parkway green, green pepper, cherry red, Basque red, golden wheat, and gingerspice. Irvalex, in turfstan, admiral blue, parkway green, green pepper, cherry red, Basque red, golden wheat, and gingerspice. Unique in turfstan, admiral blue, parkway green, green pepper, cherry red, Basque red, golden wheat, gingerspice, rocky tan, saddlestone, desert copper, tartan tan, and redwood brown.

In attendance: Max Kirstein, J. J. Caulfield, S. L. Stockman, B. T. Rogers, August Boss, George Schwarz, Milton Salomon, William Sandbank, J. C. Henley, W. A. Hartwig, Robert O. Bardon, Charles A. Simpson.

I. M. Kaplan, Inc. Smooth and grained fancy leathers in walnut brown, cognac brown, turf tan, admiral blue, parkway green, pepper green, golden wheat, cherry red. Heavy grained leathers in cherry tone, redwood brown, tartan tan, briar root.

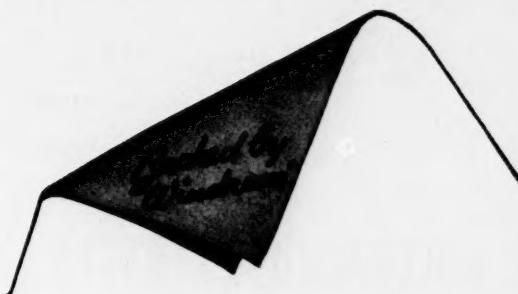
In attendance: I. M. Kaplan, Eliot Kaplan, Dwight Kennedy, Robert Winston.

Kirstein Leather Co. Full line of approved fall colors for men's, women's, children's shoes in kips, extremes and sides, smooth and elk; also suede kid, suede splits, lining splits and flexibles.

In attendance: David Kirstein, Daniel Turkani, John Finegold, Edward Harrigan, and representatives from Dimond and Stroope, Earl Cookman Co., Alpine Leather Co., Biron & Cahn Co., A. E. Perry, Phil Ott Leather Co., I. R. Kueven Co.

Korn Leather Co. Complete line, all colors, including pastel shades, on slipper sole splits; complete line, chrome lining splits, work shoe, gusset, glove and retan sole split. Kid grain splits in all colors for uppers. Black suede splits, top buff. Chrome tanned smooth and elk sides, women's, children's, men's weights. Welders splits, glove splits, mechanical splits for garment requirements. Chrome tanned gusset sides for combat boots.

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84 years' experience and a reputation for the *right* answers to the toughest problems are behind the name Windram. Come to Windram for the *best* solution when new fabrics, special materials, unusual weights have you stumped.

WINDRAM *Quality*

COMBINING—ELASTICIZING

BACKING CLOTH and PLASTICS

WINDRAM MANUFACTURING COMPANY

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3 Dorchester Street

Sq., Boston, Mass.

AMOLIN . A new quality split, tanned and finished particularly to meet the demand for a side leather replacement.

AMOLIN . Feels, appears and (more important) acts like aniline side leather.

AMOLIN . Comes in white and colors and is sold by SPLIT SALES, Inc. Write or call at 80 Foster St., Peabody, Mass., for samples.

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BRAND
SOLID-ORDINARY

"LUNA"
BRAND
COLD WATER SOLUBLE
Factory at
PUERTO PINASCO, PARAGUAY

MANUFACTURERS:

QUEBRACHO EXTRACTS

POWDERED and LIQUID

Factory: STATEN ISLAND, N. Y.

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Sole Distributors United States, Canada, Cuba, Mexico

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Manufactured by E. N. Sourlange, Ltd., Mitylene, Greece

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PRODUCTS CORPORATION**

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HIDES all origins SKINS**

IMPORTERS



EXPORTERS

SHIPPERS' AGENTS



Representing
Simson & McConechy, Ltd
MADRAS, INDIA

EAST INDIA TANNED
GOAT • SHEEP
CALF • HIDES

In attendance: Harry Salloway, Ben Simons, Samuel Rosenthal, Ernest Norman, James Murrow, Morty Farkash, Joseph Hall, Alfred Schwab, Victor Heartel, George Morris, Bill Davidson.

Kroy Tanning Co., Inc. Chrome linings in grey, beige, waterlily. Vegetable linings in grey, beige, waterlily; suede linings in beige and grey. Cape in green, red, blue, black, white, and all pastel colors. Glazed amber linings. Waterproof linings in black, brown, blue, red, green. Novelty leather in various colored saddle and marble. Garment suede in all colors, split and unsplit. Chrome lamb uppers in copper, turftan, wheat, green, pastel green, red pink, lilac, fuchsia, blue, pastel blue, white, yellow, tangerine, and all popular shades.

In attendance: E. M. Newburgh, Irving Gushen, George Gushen, G. E. Hymrod, Jr., Walter E. Hardtke, Chase Kepner, Kenny Kepner, William P. Davidson, Morty Farkash, Harold Farkash, Leonard Farkash, Jacob Korkes.

A. C. Lawrence Leather Co. CALFSKIN DIVISION. Duro Calf for men's shoes in black, bourbon, brown oak, British tan, American burgundy, Concord brown. Tweed Calf for men's shoes in black, tartan tan, golden harvest, bourbon, reddish brown, brown oak. Moda Calf for women's shoes in black, white, Manoa brown, walnut brown, cognac brown, Malaga brown, turftan, admirail blue, flagship blue, cherry red, Basque red, parkway green, green pepper. Handbag calf in black, Manoa brown, walnut brown, admirail blue, Basque red, green pepper, cordovan. Novelty Bark Calf in natural, black, and popular colors.

SIDE LEATHER. Gun Metal for women's shoes in black, flagship blue, cherry red, claret, admirail blue, parkway green, cafe brown, turftan, cognac brown, Basque red, green pepper, Malaga brown; all of the foregoing being matched in L weight kips. Gun Metal for men's shoes in black, redwood brown, tartan tan, bourbon, British tan, Concord oak, American burgundy, cherrystone; the first six colors are to be M weight, the last two HM weight. Keena for men's, women's, and children's shoes in black (black back), black (Keena back), redwood brown, sunset, red, American burgundy, cherrystone, blue, tangerine, matching on all items is to be either M or HM kips. Glasgow (Elk) for men's, women's and children's shoes in black, cognac

brown, army russet, golden wheat, Basque red, cherry red, white, green pepper; these leathers may be picked in either M or HM weights.

SHEARLING. Nutans for slippers and garment linings; barks for slippers and vests; Lawrotan (Mouton) for garment collars and boot cuffs in logwood, beaver, grey, nutria, maroon, midnight blue, green; electrified colors for slippers in red, wine, royal blue, pastel blue, pastel pink; whites for novelties and linings; Caplets for slippers in turftan, wine, walnut, red, royal blue, chestnut, pastel blue, pastel pink, white; colored backs for slippers in red, wine, blue, brown.

SHEEPSKIN. Barillo for women's shoes in waterlily, white, natural, fawn, grey, black, brown; vegetable linings for women's shoes in waterlily, fawn, grey, H tan hp, brown; chrome linings for women's shoes in grey, waterlily, fawn; Reverse linings for women's and children's shoes in waterlily, fawn, grey; glazed aniline russet linings for women's and children's shoes, sock linings and heel pads; play shoe leather for women's and children's shoes in army russet, wine, green, white, yellow, red, blue, black. Goat play shoe for women's and children's shoes in army russet, wine, red, blue.

In attendance: R. L. Winans, W. H. Merchant, R. J. Mellin, S. N. Nectow, J. T. Johnson, P. Rosenthal, A. V. Rice, H. J. Somers, S. A. Spaulding, S. Palmer, A. W. Hunt, W. C. Abbott, C. L. Cotton, R. F. Goodspeed, W. A. Shoppely, N. L. Gerrish, J. J. States, O. C. House, C. F. Smith, T. J. Moore, J. G. Vergobbe, J. Grossman, W. H. Norton, E. W. Wenzel, A. R. Tandy.

G. Levor & Co., Inc. White glazed kid and cabretta; Flexy kid in white, black turf tan, medium brown, brown, admiral blue, play red, green pepper. Levor suede cabretta in white, black, brown, admiral blue. Black and white grain calf; white clover kip. Glovey kid colors in white, black, pink, Carib blue, geranium, royal blue, parakeet, yellow, and lipstick red.

In attendance: Samuel Rothschild, G. Alan Rothschild, Robert Rothschild, Frank H. Miller, J. T. Johnston, Channing Lowell, Clifford O. Miller, Geo. J. Platt, W. P. Titter, W. Pearce Titter, Jr., R. L. Stiles, Jr., P. F. Stiles, Geo. W. Newman, Jr., Thomas E. Newman, A. A. Wakeford, Sol Leventer, Seymour Kofsky, John G. Mahler, Herbert A. Cohen, Ken Mooney.



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BERKSHIRE®

Mellow Tanned Sides

Complete line in current shades.



Brushed Leathers

Complete line of brushed leathers in all popular shades for Fall 1951 for Men's, Women's and Children's shoes, and personal leather goods.

Lining Sides and Kip Sides

Full Grain and Corrected

J. LICHTMAN & SONS
NEWARK 5, N. J.

ONCE - THEN ALWAYS

Transmission, Bridle, Strap

Hydraulic Leathers

Oak, Chrome, Combination Tan

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Tannery at

Asheville, N. C.

SUPEREES - the superlative leather!

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YESTERDAY, TODAY
ALWAYS

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Myrabolam
Mangrove
Quebracho
Wattle
Valonea and
Sumac
Tanning
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Hemlock Blends
Oak Blend
Special Blends

Special Wheeling
and Dry Dipping
Extracts
Compounds
Enzyme Bates

... Dermabate is the name of an enzyme
bate that has won the approval of tanners every-
where . . . Dermabate is produced in grades
to meet every tannage requirement . . . Derma-
bate is the name that is backed by 30 years of
continuous laboratory research and actual
success in the production of fine leathers.

Dermabate is produced at the new and
modern laboratories of American Extract Com-
pany—"Extract City"—where every facility for
the processing of quality tanning materials, plus
the industry's top know-how, combine to insure
tanners of the best that money can buy.

American Extract Company can help you
solve your problems with products like Derma-
bate. We cordially invite your correspondence.

CANADIAN REPRESENTATIVES:
McArthur Chemical Company, Ltd., 610 Saint Paul
Street, West, Montreal; 73 King Street, West,
Toronto.

ENGLISH REPRESENTATIVES:
Roy Wilson, Dickson, Ltd., Forum House, 15 Lime
Street, London.

EXPORT: Gehr Bros. & Co., 221 Sansome Street,
San Francisco 11, California.

American Extract Company

Port Allegany, Pennsylvania

J. Lichtman & Sons. Swagger
Buk brushed leather in all popular
colors for men's, women's, and chil-
dren's shoes and personal leather
goods. Berkshire Mellow Tanned
Sides in current shades for women's
shoes. Lining sides and kip sides,
full grain and corrected. Ooze, fin-
ished, retan and flexible splits.

In attendance: Fred C. Atkinson,
Jefferson Bender, Herbert A. Cohen,
O. B. Dahm, C. Roy Fisher, Joseph
Gross, Cecil Lichtman, Jules Licht-
man, George W. Newman, Jr.,
Thomas F. Newman, Al Tandy.

Lincoln Leather Co. Sides, ex-
tremes, kips, smooth and elk grains,
full grain line of splits in popular
colors and Army and Navy defense
leathers for military footwear: Egg-
shell blond, gingerspice, icing blue,
sugar pink. Smooth leathers in
Manoa brown, walnut brown, flag-
ship blue, russet glow, Malaga brown,
cognac brown, turftan, admiral blue,
parkway green, green pepper, cherry
red, claret, Basque red, golden wheat.

In attendance: Abraham Finkel-
man, I. R. Finkelman, Philip Finkel-
man, Saul J. Katzman, George Eb-
erly, Walter P. Titter, William Hay-
ward.

Loewengart & Co. MERCERS-
BURG TANNERY DIVISION. Veg-
etable tanned sides, EI tanned goat-
skin, vegetable and chrome tanned
buffalo calf, pigskin, vegetable and
chrome tanned deep buffs, lining
splits in sides, flexible inner sole
splits in sides, bends, backs, shoul-
ders, and bellies, for shoe, handbag,
luggage, and small leather goods
trades.

EASTERN TANNING DIVISION.
Suede kid, slipper kid, lining kid,
gold and silver kid, lining calf, lin-
ing goat, vegetable tanned, in all
fashion colors.

In attendance: Arthur Loewengart,
Sol Loewengart, Theo Loewengart,
Julius Loewengart, Max James, Rich-
ard Loewengart, Herbert Schwarz,
George H. Curtis, Jr., Willis Alten-
derfer, Walter E. Lewis.

Herman Loewenstein, Inc.
Men's and women's white and golden
Buck. White buck splits. Smooth
calf in women's weight in blacks and
colors. Suede calf in women's weight
in blacks and colors. Suede calf in
black and colors for men's and un-
lined men's and women's shoes.

In attendance: Rudolph Correll,
Harold G. Kaye, R. K. Barnes, Frank
Seimetz, M. S. Grossman, Charles
Recht, J. A. Barnes, Herbert Bohren,
DeForest Bush.

HIDES

SKINS

TALLOW

GREASE

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Special and Regular Selections
Packer and Country Hides and Skins
Horsefronts — Horsebutts — Hogskins

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CALF — SIDES — SPLITS

Smooth — Elk — Alligator and other grains

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LEATHER & FINISHING CO., INC.

15 Spring St., Peabody, Mass.

America's largest contract finisher



**Raw and Sulphonated
COD — SPERM — CASTOR
and NEATSFOOT OIL**

We are in a position to consider intelligently any
special fatliquoring problem and make recom-
mendations of value.

OTTOL OIL CO.

455 Cortlandt St.
Belleville 9, N. J.



The NEW Prime Innersole No. 2 for welt construction makes money for you by effecting substantial savings in production costs. *Faster?* Yes, much faster production. Add to this such important shoemaking qualities as added *strength without rigidity* and *more exact margins*.

Has this NEW Prime Innersole No. 2 been tested under actual shoemaking conditions? Of course! And it has been found to fill a great need in today's highly competitive market.

Big claims, you say. Well, let's prove them to you.

MANUFACTURING COMPANY
LYNN, MASSACHUSETTS

Malis Leather Co. Suede Kid and Gloria Cabretta in black, admiral blue, Manoa brown, maple, spicetang. Garment Goat and Garment Gloria Cabretta. Glazed Kid and Gloria Cabretta in black, white, Basque red, cherry red, admiral blue, flagship blue, Manoa brown, cognac brown, green pepper.

In attendance: Simon S. Malis, Lawrence L. Malis, Felix Levenbach, Dave Davidoff, David Henwood, Walter J. Meyer, Harold I. Stewart, Herbert L. Meehan, Jim Brennan.

Marcus Forscher & Co. Genuine white buck, jacks, and chinas. Marigold suede calf, black, brown, blue and outstanding fall colors. Marigold suede kid, black, brown, blue, and outstanding fall colors.

In attendance: Milton H. Lewin, Sidney Lewin, Arnold Kinckiner, Alfred G. Schwab, Dave Davidoff, Harry Gruenstein, Russ White.

McNeely & Price Co. Black and colored crushed kid; black, white and colored suede kid; waterproof linings in black and colors; slipper leather in all standard colors.

In attendance: Walter C. Koenig, Geo. H. McNeely, Jr., Geo. F. Peterson, Fred C. Wagner, Geo. E. Hymrod, Jr., H. T. Tankersley, John E.

Graham, Jack Graham, William Graham, Olan Files, J. A. Hess, Louis Bergman and Jack Brookhouse.

Merrimack Leather Co. Softies in flagship blue, cognac brown, turftan, admiral blue, parkway green, green pepper, cherry red, claret, golden wheat, gingerspice. Smooth leathers (retan and elk) in flagship blue, cognac brown, turftan, admiral blue, parkway green, green pepper, cherry red, claret, golden wheat, gingerspice.

In attendance: Aaron Hirschhorn, Pat Considine, J. E. McCarty, Frank B. O'Neil.

W. Milender & Sons. Chromaline, Celaline, Cell Smooth, Cell Elk, Lining Side, Lining Splits, Shoe Upper Splits, in the newest colors and those repeated for fall.

In attendance: Louis Milender, Charles H. Milender, Sumner N. Milender, J. "Buck" Freeman and William Chapline.

Murray Leather Co. Marmoc in army russet, green, natural, red, wine. Elk and Smooth in army russet, black, green, red, turftan, town brown, wine, white, light smoke, golden wheat. Splits in women's black suede, blue and brown suede, black Ruffles, work shoe, linings,

men's suede in blue and brown. Bag and Pocket in black, blue, brown, Black patent.

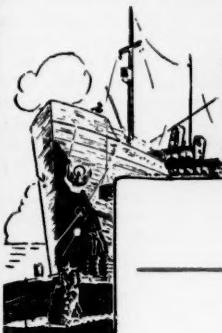
In attendance: James S. Murray, James F. O'Connor, William H. O'Connor, George E. Hymrod, Jr., Crawford Galt.

R. Neumann & Co. Cowhide sides, extremes and kips — chrome tanned and retan in Hudson, Jersey and Palisade finishes for men's and women's shoes in full grain and corrected grain, and in aniline and pigment finishes. Scotch grain and Loch Lomond grain corrected cowhide sides, extremes; full grain kips. Full range of aniline glazed lacquer finish alligator and other grains for men's and women's shoes finished on buffalo calf, extremes and cowhide sides. Buffalo leather in various grains for juvenile shoes. Miscellaneous novelty grains on buffalo calf.

In attendance: Philip G. Bernheim, Max Kornreich, Al. Barci, Angelo Cavadini, Robert MacKenzie, Abe Lewis, Richard Bernheim, L. W. Smith, Wm. Burmester, Walter J. Meyer, A. T. Karow, Farrell-Frank.

Northwestern Leather Co. Work Shoe Retan, "Kitchener" 2H—5 to 5½ ounces, work shoe and Army re-

(Continued on Page 143)



QUEBRACHO EXTRACTS

SOLID	LIQUID	POWDERED
STANDARD BRANDS	"SM"	"PUREX"
CLARIFIED — ORDINARY	"SMS"	"SMS"

PLANTS: NEWARK, N. J.—PEABODY, MASS.

WATTLE BARK and SOLID WATTLE EXTRACT

Also other Tanning Extracts and Raw Tanning Materials from all parts of the world

MYRABOLAMS
DIVI DIVI
TARA

POWDERED MANGROVE BARK AND VALONEA EXTRACT

MANGROVE BARK
VALONEA
SUMAC

—IMPORTED BY—

THE RIVER PLATE
IMPORT AND EXPORT CORPORATION

405 LEXINGTON AVE. CHRYSLER BUILDING NEW YORK 17, N. Y.

SHAIN & COMPANY, INC.

BOSTON 11

184 LINCOLN STREET
ESTABLISHED 1907

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Extend to the trade a cordial invitation
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March 4, 5, 6 & 7

Featuring

NYLON MESH - TERRY CLOTH - IMPORTED
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John G. Freeman Co., 918 North Fourth St., Milwaukee, Wis.

John E. Graham, 504 Case Bldg., 82 St. Paul St., Rochester, N. Y.

Industrial Leathers, San Francisco and Los Angeles, California

Odell Sales Limited, 920 Ste-Sophie Lane, Montreal, Quebec, Canada

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SHOE SUPPLIES OUTLOOK

(Continued from Page 48)

in most types. However, nylon remains an outstanding exception. This will pose a real problem for nylon-mesh footwear for both men and women this fall, and certainly next year. Though other materials will be used for mesh, none is expected to do the job as well as nylon.

Synthetic materials for uppers and also for linings, backing, etc., will likely come strongly to the fore. However, even in many of these materials the dependent base is rayon or cotton. But synthetics are subject to a bit more versatility of base materials; that is, where cotton or rayon is not available, other base materials will probably be substituted to serve the purpose satisfactorily. Also, it is to be appreciated that "synthetics" have come a long way in development since the last war when the crude materials left a bad taste that required repeated rinsings before acceptance was eventually regained.

New Ideas Will Come

The drastic changes now being imposed upon the national economy because of defense mobilization holds some significant probabilities for the industry in the shoe supply picture. It is inevitable that when material and service shortages occur, other materials, products and methods are devised. Hence, we may expect to see an increasing influx of these, some of which will be introduced at the Allied Products Show.

Let's cite an example. Skilled manpower is already very tight. Defense industries have absorbed almost all the available "surplus," have now turned to training personnel. Whereas unemployment has been extremely low since war's end, with little "surplus" manpower to absorb from the ranks of the unemployed, the remaining large labor pool consists of women—housewives and the already employed. In the last war, women in shoe factories—specifically from the stitching rooms—were drawn to better paying defense industries. Shoe factories worked with more green help as replacements. As a result, stitching quality tended to decline somewhat, while bottlenecks and cost problems rose.

Repetition of this problem now or later is not apt to be as serious for the industry in this particular respect. For example, the introduction

of a simple, ingenious gauge and method called "Controlled Stitching" permits superior stitching operations with the greatest of help by virtually eliminating the element of human error from this operation; that is, a manual skill is replaced by a more accurate mechanical skill inherent in the device.

This merely illustrates some of the changes—many of them genuinely progressive rather than "substitute"—which the industry can expect so long as we operate under a variety of shortages and difficulties inevitable with defense mobilization.

One of the main features of the Allied Products Show is always shoe fashion and all the products and services devoted to style. There has been increasing discussion in the industry concerning the possibility of style restrictions imposed by the government, similar to that abortive decree, M217, of the last war. Most shoe and supply men see little possibility of such a regulation being imposed this year, at least. However, many believe that it will come unobtrusively in piece-meal manner. For example, a restriction on the use of non-functional buckles and other decorative effects; or restriction of some dyes and colors; or of some patterns.

While some minor restrictions may be necessary, there is an increasing feeling and belief that a broad "style control" plan achieves nothing of value, and that it may actually promote increased waste and cost, much as the M-217 of the last war did. For example, M-217 was designed with the purpose of "conserving leather" by restricting patterns. There was an immediate trend toward what were called or believed to be "easy-to-make" shoes such as the seamless pump. Well, the seamless pump not only proved to be a costly shoe to make, but resulted in a gross waste of leather. The large vamp patterns required for this pump resulted in much waste in the cutting of the leather—waste that could not be avoided. It is believed now that the experience of the last war will prevent a repetition this time.

However, the issues and topics cited here are only a few of the many that will be centered around the Allied Products Show. The exhibitors, recognizing that they will be subjected to numerous questions concerning availability and outlook on supplies and prices, have equipped themselves with all the helpful answers possible in order to clarify much of the fog that has surrounded the industry in recent weeks.

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SHIPPING

is hard on the feet too!

(but Celastic* gives wrinkle-free comfort
in heavy service)

Everyone knows that a busy shipping department foreman is on the go most of the day. People who make a living on their feet need the maximum comfort that the Celastic box toe provides day in and day out — for the wear life of the shoe.

Celastic eliminates the major cause of discomfort in the toe area — wrinkled or loose linings. It is accomplished by a unique fusion process whereby lining, box toe and doubler become one, locked-tight union. Specify Celastic in the shoes you make — get the repeat business that comfort assures.

Mr. Edward Burbank, shipping foreman, of Brockton, Mass., is actively on his feet more than eight hours per day. His shoes with Celastic box toes have had two years of almost continuous use. Note the "wrinkle-free" of one of his shoes how the lining although worn, is still wrinkle-free after this extensive service. Only Celastic Box Toes offer this permanent comfort feature—with no question about it! (Unretouched photograph)



*CELASTIC is a registered trademark of the Celastic Corporation

UNITED SHOE MACHINERY CORPORATION
BOSTON, MASSACHUSETTS

ALLIED PRODUCTS SHOW EXHIBITORS

(Continued from Page 50)

Federal Leather Co.

Bellefonte, N. J.

Room number: 1445-46

On display: Coated Fabrics.

Federal Thread Co.

New York, N. Y.

Room number: 1029

Felch-Anderson Co.

Providence, R. I.

Room number: 1003

On display: Shoe Buckles.

New products: "Strapeze Buckles."

Representatives: C. S. Felch, Irving Zamchek.

Fells Mfg. Co.

Allston, Boston, Mass.

Room number: 902

On display: Innersole and platform materials; compressed fibre wedges.

Foxcroft Novelty Works

New York, N. Y.

Room number: 905

Frank Associates, Inc.

New York, N. Y.

Room number: 907

On display: Fabrics for street, cocktail and evening wear.

New products: Fabrics for street and evening wear.

Representatives: Louis Brown, Zeke Steen, Milton A. Fine.

Gilbert Freeman, Inc.

Boston, Mass.

Room number: 4106-1121

On display: Shoe fabrics; Melotex; Lastex. New products: Brocades in both gold and silver.

Representatives: Gilbert Freeman, Ed Settino, Bill Faye, Gene Dellinger.

French Beading & Novelty Co.

Philadelphia, Pa.

Room number: 928

On display: Vamp ornamentations, both nailhead and hand beaded shoe bows. Also new hand sewn beaded vamps.

Gitterman & Co.

New York, N. Y.

Room number: 1127

On display: Shoe Fabrics.

Representatives: David Hess, Daniel Benjamin, Kurt Bier.

Gold Crown Fabrics, Inc.

Boston, Mass.

Room number: 1140

On display: Failles, Linens, Satins, Novelty Fabrics.

Representatives: Louis Goldberg, John J. Cooney, Mortimer Weiss, Abe Gosman, Thomas C. Newman, Jr., Arnold Cope, Larry Leinwand.

Golden Leatherboard Co.

Haverhill, Mass.

Room number: 1103

On display: Cut shoe findings.

Haley Gate Co., Inc.

Everett, Mass.

Room number: 1126

On display: Stripping, piping, Binding,



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NEWARK, N. J.

Straw Fabrics, Sueded Nonslip, Shantungs. **New Products**: "Keynote" for better grade shoes. Buckles—new item. **Representatives**: George I. Kaplan, Arthur L. Kaplan, Martin Finkel, Jack Lazar, George Curtis, William Fackertt.

Merrimac Hat Corp. (Fabrics Division)
Amesbury, Mass.
Room number: 1131

Middletown Rubber Co.
Middletown, Conn.
Room number: 1114
On Display: Shoe linings
New Products: Shu-tone and Shu-tex vinyl coated linings.
Representative: I. R. Segal

Milmont Fibreboard, Ltd.
Montreal, Que., Canada
Room number: 940
On Display: Fibre Products

Mitchell & Smith Division
Sheller Mfg. Corp.
Detroit, Mich.
Room number: 1001
On Display: Cork, cork-rubber, platform and innersole materials.
Representative: Henry C. Stouffer

Maynard H. Moore, Jr., Inc.
Stoneham, Mass.

Room numbers: 945-946
On Display: Novelty Strippings
Representatives: Clinton A. Rollings, Jr., Charles D. Sullivan, Harold E. Moore, Margaret M. Maguire, Maynard H. Moore, Jr.

National Backing Co.
Long Island City, N. Y.
Room number: 1007
On Display: Combined fabrics and leather
Representative: Morris Edwah

Ouimet Stay & Leather Co.
Brockton, Mass.
Room number: 1104
On Display: Formagard, Vent-a-weave-Pipings—Strippings—Bindings—Weltings
New Products: Formagard—Tempered wire cleverly inserted gives snug hug indefinitely. Vent-a-weave—cool, soft, colorful woven leather.
Representatives: E. R. Ouimet, E. Allan Stuart

Palatine Corp.
New York, N. Y.
Room number: 1138
On Display: Shoe fabrics

Peters Bros. Rubber Co.
Lazar Backing Div.
Brooklyn, N. Y.
Room numbers: 1117 and 1118
On Display: Combining of fabrics, backings, cloths
Representatives: Harry Lazar, Abe Lazar

Phillips-Seal Co.
Division of Chas. I. Rockmore Co.
New York, N. Y.
Room numbers: 1245-46

Phillips-Premier Corp.
Boston, Mass.
Room numbers: 933-34
On Display: Dupont's Fabrilite 180 and 4804 Norzon—full range of colors. Linens, Failles.
Representatives: Merton Bergman, Maurice Steen, Carl J. Tishler, F. N. Phillips, Jr.



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Potdevin Machine Co.

Brooklyn, N. Y.

Room number: 1041

Plever Backing Corp.

Long Island City, N. Y.

Room numbers: 1233-34

On Display: Backed Fabrics and Leathers.

Representatives: Louis Plever, Morton Wasserman

Raynik Shoe Fabrics Co.

New York, N. Y.

Room number: 1029

On Display: Satins, Failles, Prints, Fur Fabrics, Specialty Fabrics for Slippers and Play Shoe Mfrs.

New Products: Fake Fur Fabrics

Representatives: Mike Schlagsky, Mike Steinberg

Respro, Inc.

Cranston, R. I.

Room number: 1102

On Display: Tufsta Reinforcing Material, Tufsta Doubler, Complete line of shoe lining materials.

Representatives: J. E. Manion, E. O. Nye, H. H. Smith

Riker Co.

East Orange, N. J.

Room number: 938

The Rockmore Co., Inc.

New York, N. Y.

Room number: 1039

On Display: Satin lining twill.

Representatives: L. J. Rockmore, M. F. Rockmore

Chas. I. Rockmore Co., Inc.

Brooklyn, N. Y.

Room numbers: 1245-46

On Display: Textiles for shoes and bags

F. Ronci Co., Inc.

Centerdale, R. I.

Room number: 1123

On Display: Shoe Buckles and Ornaments.

Representatives: L. Albiniani, A. Ronci, C. Lerner, Harry Eisenberg, Jerry Burg, J. C. Henley, Samuel Ronci

Rotary Machine Co.

Lynn, Mass.

Room number: 1141

On Display: Rotary Binding Machine, Rotary Bindings.

Representatives: John J. O'Leary, William F. Howard

Rubber Brokers, Inc.

New York, N. Y.

Room number: 845-6

On Display: Leatherlyke Soling, Substi-

tute for Leather Soling, Rubber Soling, Natural Crepe Soling, Toplifting, Neoprene Crepe Soling.

Representatives: Elliot E. Simpson, Samuel May

Lawrence Schiff Silk Mills, Inc.

New York, N. Y.

Room numbers: 917-918

On Display: Shoe Binding, Braidings and Fancy Narrow Fabrics.

Representatives: Sidney Schiff, I. M. Schiff, Gene Barnard

Schiff Ribbon Corp.

New York, N. Y.

Room numbers: 917-18

On Display: Narrow fabrics, ribbons, shoe bindings, woven narrow braids.

Seaton Sales, Inc.

Boston, Mass.

Room number: 920

On Display: Snap Fasteners, Buckles, Silk Prints, Shantungs, Metallic Brocades.

Representatives: Louis Brown, Morris Cohen, Elliot Seidel, Melton Fine, Seamon Steen

J. Settino & Co.

Boston, Mass.

Room number: 926

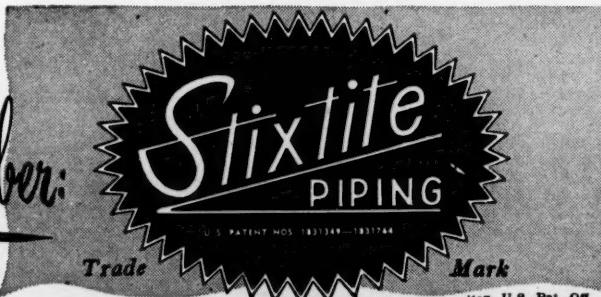
On Display: Fabrics



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Shain & Co.

Room numbers: 833-834

On Display: Nylon Mesh, Terry Cloths, Imported Linens, Butcher Linens, Shoe Gores, plus a line of novelty and basic fabrics.
Representatives: Louis I. Shain, Arthur M. Shain, Eli Nagen**Elliott Simpson Enterprises
New York, N. Y.**

Room numbers: 845-46

On Display: Leatherlyke Soling, Substitute for Leather Soling, Rubber Soling, Natural Crepe Soling, Neoprene Crepe Soling, Foam Sponge Rubber, Cork Clogs, Cork Sheets, Toplifting, Cork Heels and Platforms, Pulp Heels.

Representatives: Elliot E. Simpson, Samuel May

**Simpson's Walker-Woods, Inc.
New York, N. Y.**

Room numbers: 845-6

**Simpson's Miracle Products
New York, N. Y.**

Room number: 845-6

**Snyder & Weinstat Stylists
Rutherford, N. J.**

Room number: 1128

On Display: Shoe Styles

**Spano Shoe Products, Inc.
New York, N. Y.**

Room number: 922

**Spencer Universal Corp.
New York, N. Y.**

Room number: 915

**Stedfast Rubber Co.
Boston, Mass.**

Room number: 939

**Sterling Last Corp.
New York, N. Y.**

Room number: 1431-35

On Display: Late Fall and early Spring lasts.

**Thomas Taylor & Sons, Inc.
Hudson, Mass.**

Room number: 1125

On Display: Present-New Styles Using Shugoring

Representatives: Ralph A. Parker, Edward Bryant, Jr.

**Thermco Products Corp.
Quakertown, Pa.**

Room number: 916

On Display: Coated Shoe Binding for French Cording.

Representatives: Lester E. Schiff, Mortimer S. Schiff

**Union Bay State Chemical Co.
Cambridge, Mass.**

Room number: 1023

On Display: Sole attaching adhesives plus complete line.

Representatives: George and Ralph Atchue

**United Last Co.
Boston, Mass.**

Room numbers: 1144-46

On Display: Slide-O-Matic Last. New Last Styles.

Representatives: W. H. Burger, C. D. Holmes, J. A. Herbin, A. C. Bentley, T. J. Giblin, John Bradley, Kenneth Holmes, C. F. Zissel

**United Shoe Ornament Co.
Providence, R. I.**

Room number: 927

On Display: Shoe Ornaments.

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**Universal Stay Co., Inc.
Chelsea, Mass.**

Room number: 915

On Display: Coated Fabrics, Shoe Strip-

ping, Binding, and Ornaments.

Representatives: A. Holzman, A. Bluestein,
H. Shainker, J. Lazar, C. B. Tompson

**Alfred Varnes, Inc.
New York, N. Y.**

Room number: 1133-34

On Display: "Lastex" shoe fabrics

**Vanetta Velvet Corp.
New York, N. Y.**

Room number: 1107

**Venus Art Embroidery Co.
New York, N. Y.**

Room number: 921

On Display: Embroidered Shoes

Representative: H. W. Rosner

**Vulplex, Inc.
New York, N. Y.**

Room number: 1005

**Wavershoe Trimming Co., Inc.
New York, N. Y.**

Room number: 1039

On Display: Satin and Lining Twill

Representatives: L. J. Rockmore, M. F.
Rockmore

**E. E. Weller Co.
Providence, R. I.**

Room number: 1027

On Display: Princess and Royalty Leather
Tassels, Wood Lace Tips, Buttons, Prong
Backs, Sew-Ons, Tack Backs, Strap
Buckles, Shoe Ornaments.

Representatives: E. E. Weller, Charles R.
Weller, Charles E. Weller, Dwight W. Coul-
tas, H. H. Kemper, P. R. Hottinger, Walter
E. Hardtke, Don Stephens, William Carroll

**Wilner Wood Products Co.
Norway, Maine**

Room number: 1025

On Display: Wedgie Heels

Representatives: Burton L. Wilner, Arnold
Goldblatt

**Winchester Rubber & Plastics Co.
New York, N. Y.**

Room number: 845-6

On Display: Leatherly Soling, Substitute
for Leather Soling, Rubber Soling, Natural
Crepe Soling, Toplifting, Neoprene Crepe
Soling.

Representatives: Eliot E. Simpson, Samuel
May

**Windram Mfg. Co.
So. Boston, Mass.**

Room number: 1004

On Display: Combining and Backing Ma-
terials.

Representatives: Tom Martin, F. N. Kite

**Wright-Batchelder Corp.
Boston, Mass.**

Room number: 1021

On Display: "Dryseal" Thermoplastic Shoe
Welting.

Sam Yellin Styles

New York, N. Y.

Room number: 903

On Display: Shoe Styles

Representatives: Sam and Frances Yellin

LEATHER SHOW EXHIBITORS

(Continued from Page 133)

tan in black, brown, natural. Sport Elk, "Sootan" and "Elko." "Sootan" is large spread. "Elko" is small spread. Chrome tanned, boarded leathers in L, LM, M and HM weights in black, white and various colors. Smooth leathers, combination tanned, aniline finish; "Tamarac" small spread in LM, M and HM weights; "Mackinac" same in larger spread. "Smooth Pac" 5 to 5½ ounces in small and large spread, black, white and various colors. Work shoe elk "Northwest Mounted" heavy corrected work shoe elk, chrome tanned in black and brown. Softy Leather, "Tanac" in HM, H and 2H weights in large and small spreads in various colors. Printed leathers, 5 ounce, chrome tanned, in "Tartan," "Essex," "Sussex," "Angus," and "Cardiff" grains, various colors. Waterproof "Snoboot" in 5 ounce waterproof sides. Lining Spills in "Skiver," "Brogue" and "Natural Grain" prints in various colors.

In attendance: T. L. Tewksbury, H. M. Shaffer, R. L. Pope, Jr., W. A. Cunningham, F. A. Harding, Richard Fisher, A. R. Mueller, C. R. Kilham, J. G. Mahler, G. T. Leavitt, John Leavitt.

The Ohio Leather Co. Women's Kafforite Colors: Turftan, cognac brown, Manoa brown, chestnut brown, Malaga brown, admiral blue, parkway green, green pepper, cherry red, claret, russet glow, Jill Jetta. Men's Luxor Colors: Tartan tan kiltie, British tan, bourbon, American burgundy, Concord brown, town navy. Embossed calf in reptilian grains in the approved colors, both men's and women's weights.

In attendance: F. H. Becker, R. H. Ewe, R. R. Simpson, L. J. Petrie, Carl Childs, J. F. Murphy, G. H. Mealley, C. Lowell, S. A. Rawson, J. T. Johnson, P. Schwartz, Wilson Moseley.

Overseas Commerce Corp. Genuine reptile leathers, including alligator, Bengal and Calcutta lizards, iguana lizards; cobra snakes, boas; ermine, chourie and Karung snakes; Diamond and Rock Pythons; baby cobras; domestic and Brazilian alligators; ostrich and other shoe and handbag leathers including the following colors: Carmen red, kelly green, sport rust, parkway green, cherry red, turftan, russet glow, Manoa brown, cognac brown, claret, admiral blue, flagship blue, eggshell blond, buttercup yellow, airway grey, natural, gingerspice, marine grey, in various colors.

black, fuchsia, and purple.

In attendance: Bernard Michlin, Bernard Abrams, Helen Polsky, A. S. Bennett, Dan Eisenberg, Arnold E. Cope, Walter J. Meyer, Reudolf Reider, Alex Cook.

Paris Leather Co. Suede kid, work elk, elk sides, smooth sides, animal leathers, and splits, in all colors.

In attendance: William W. Lord, John A. Lord, Harry C. Lutes, Carl H. Lovgren.

Pfister & Vogel Tanning Co. Playshu, Pevee, Velours, Pfisterski, Ski Grain, Chrome Waterproof, Nimrod, Diana, Army Retan, Army Gusset, Elk, Econo, Zenith, Juvenile.

In attendance: E. H. Buettner, C. F. Tarbox, F. A. Lyons, C. A. Stiles, G. O. Wales, L. E. Meyers, J. R. Olson.

Fred Rueping Leather Co. Tomahawk, Kin Kin, Kankakee, Hiawatha, Winnebago, in all of the popular fall shades.

In attendance: C. F. Van Pelt, F. E. Rueping, W. H. Rueping, Walter Schroeder, Alex Abig, David Wilson, Rollie Jensen, C. B. Floyd, F. J. Fitzpatrick, Frank Gould, R. C. Lang.

Seton Leather Co. Patent leather in all fall shades. Verona and Durona in men's and women's fall shades. White Zephyr Buck.



What's your leather finish problem . . . shoes, bags, and luggage, novelties? Whether it's either one, or all four, we'd like to help you solve it. And we know how! We're craft specialists who understand the problems of the tanning industry . . . who are ready to bring custom attention and practised skill to your finishing problems.

Here are but a few of our many types of fine, economical finishes:

For Military Leathers — An economical Army Retan and Army Gusset finish that assures a uniform, yet a not-too-filled-in, appearance. The Army Gusset can be ironed or smooth plated, retaining the desired soft, pliable feel. Both finishes meet all necessary government regulations.

For Full Grain and Snuffed Side and Calf Leathers — A good semi-aniline type leather finish.

For Lower Grade Leathers — A smooth, yet filled-in, type finish, used especially on lighter weight, snuffed leathers, which helps grade them higher.

For Grain-Gone Leathers — An excellent covering and filling finish which when used with a fine print on poor, ticky skins achieves an almost smooth type finish. It can also be used for grained elk type leathers.

Our buffing and snuffing suggestions, used on your poorer grade russet stock in conjunction with our finishes, will be of aid to you in up-grading leathers.

SAMUEL SMIDT CHEMICAL CORPORATION

150 MAIN STREET • PEABODY, MASSACHUSETTS
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In attendance: Joseph C. Kaltenbacher, Richard S. Kaltenbacher, Morton S. Stern, Joseph B. Aylor, Horace H. Beaven, Harry Steskal, Alex Cook, David Murphy, Gene Farrell, Roy Frank, John E. Graham, Vogel H. Helmholz, John G. Mahler, Jerry Davis, A. T. Karow.

Shrut & Asch Leather Co.
Suede kid in Manoa brown, flagship blue, spicetang, mariner grey, green pepper, maple, parkway green, admiral blue, French mocha, cinnabar, cherry red, claret, slate grey, black, violet. Glazed kid in Manoa brown,

flagship blue, cognac brown, turftan, admiral blue, parkway green, green pepper, cherry red, claret, Basque red, old gold, bittersweet, violet. Also popular shades of lining.

In attendance: George Shrut, Mark Asch, E. W. Bidwell, Arnold Cope, Alexander Kohn, Norman Bokow, William Grafe.

Sigma Leather Mfg. Corp. Gold and silver kid, cabrettas, skivers, sheep.

In attendance: S. W. Simon, Karl Mayer, Henry Berkowitz, Rudolf Reider, Gerard Drews.

S. W. Simon Leather Co. Suede kid in black, white and colors. Glazed kid in black and colors. Lining kid in grey and fawn. Glazed cabrettas in colors.

In attendance: S. W. Simon, Karl Mayer, L. Hess, H. Berkowitz, R. Reider.

Surpass Leather Co. Black and colored glazed kid; black and colored suede, capre kid, linings, genuine kangaroo, garment goat.

In attendance: Harold Connett, H. H. Hegeler, Dan Hickey, DeForest Bush, H. E. Bohren, R. A. Farley, Lauriat Lane, J. Leo Larkin, Raymond White, Charles Loughrey.

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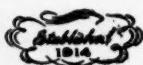
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Albert Trostel & Sons Co. Wapiti in brown, parkway green, red flame, russet glow, gingerspice, golden wheat, white, black. Tuxedo in white, black, orange brown, burgundy, flagship blue, claret, brown, black garrison. Shucraft in boulevard tan, brown, Bermuda brown, red brown, cordovan, oxblood, black, custom. Paratroop in army russet, russet brown, black, chocolate brown, golden tan. Zebu in oxblood, olive brown, cherry, golden brown, brown, black. Blizzard in red brown, town brown, natural.

In attendance: W. D. Taylor, Dwight Kennedy, Robert W. Kasten, G. E. Erickson, Leo H. Buse, David G. Doughty, Theo. L. Tewksbury, Jr., Horace H. Beaven, Paul R. Wanvig, Albert O. Trostel, Jr., Everett G. Smith, R. H. Weimann.

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In attendance: E. C. Martin, Arthur Foster, Arthur Vietze, Bayley Baker, Joseph Cataldo, Richard Tobin, Earl Cookman, Ray Shaw, Neil Griffith, C. G. Allen, John Graham, Roger Conant.

Richard Young Co. Glazed black and colored, and white suede kangaroo in men's and women's weights. Rychrosuede Lambskins, Smooth Cape Lambskins, Crushed Cape Lambskins, Rychrome Lambskin Linings, Vegetable Lambskin Linings in new colors for fall for women's shoe uppers and handbags. Army retanned sides; corrected grain elk sides; Rycolin, a chrome retan aniline finish side leather; natural belt leather; natural strap leather. Ryco

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Coming Events

March 4-7, 1951 — Semi-Annual Allied Shoe Products and Style Exhibit for Fall. Hotel Belmont-Plaza, New York.

March 5, 1951 — Tanners' Council of America, Inc., one-day Business Meeting, replacing annual Spring Convention originally scheduled for Bermuda. Biltmore Hotel, New York City.

March 6-7, 1951 — Fall Leather Show. Sponsored by Tanners' Council of America, Inc. The Waldorf-Astoria, New York City.

April 15-18, 1951 — Fifth Annual Fall Shoe Show, sponsored by St. Louis Shoe Manufacturers Association. Hotel Statler and other leading St. Louis hotels.

April 15-19, 1951 — Advance Fall Shoe Show. Sponsored by New England Shoe and Leather Association. Hotels Statler and Touraine, Boston.

April 21-25, 1951 — Southeastern Shoe Travelers' Show, Biltmore, Hotel, Atlanta.

May 6-9, 1951 — Fall Shoe Show, sponsored by Southwestern Shoe Travelers Association. Adolphus, Baker and Southland Hotels, Dallas, Texas.

May 6-10, 1951 — Popular Price Shoe Show of America showing for Fall 1951. Sponsored by New England Shoe and Leather Association and National Association of Shoe Chain Stores. Hotels New Yorker and McAlpin, New York City.

May 19-26, 1951 — National Foot Health Week, sponsored by National Foot Health Council.

May 22-24, 1951 — Third Factory Management Conference, sponsored by National Shoe Manufacturers Association. Netherlands Plaza Hotel, Cincinnati, O.

May 27-29, 1951 — Mountain States Fall Showing, sponsored by Mountain States Shoe Travelers Association. Albany Hotel, Denver, Col.

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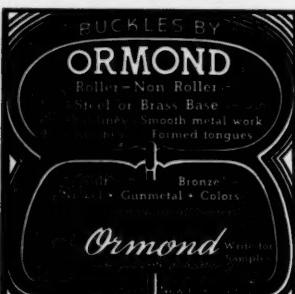
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